



THE UNIVERSITY  
*of* ADELAIDE  
COLLEGE

# Electronic Media Policy

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## Scope

This Policy applies to all students enrolled with the University of Adelaide College (“the College”) operated by Kaplan Higher Education Pty Ltd under the terms of the Preferred Pathway Provider Agreement entered into with the University of Adelaide (“the University”).

The purpose of this policy is to provide guidance about the use of social media, email, the Internet and similar media in existence or developed from time to time (“**Electronic Media**”) by students of the College’s community and their rights and responsibilities.

All members of the College’s community are expected to show courtesy and respect to others and should not use Electronic Media to abuse, harass or offend anyone. Electronic Media must not be used to damage the reputation of the College or the University.

Students enrolled at the **Melbourne Campus** in University of Adelaide **Award programs** delivered by the College (e.g. Bachelor of Information Technology / Master of Accounting) are bound by University of Adelaide policies.

## Purpose

The College acknowledges the rapidly growing use of Electronic Media by students and encourages its use for the primary purposes of learning, engaging, connecting, collaborating, and promoting the College.

The purpose of this policy is to ensure students understand the requirements of the College on how to use Electronic Media in an ethical, fair and law-abiding way, both as a student with the College and in a personal capacity, and to make users aware of what the College deems acceptable and unacceptable use of its systems.

## Guiding Principles

This policy is supported by the following guiding principles:

- that, as much as possible, content and genuine conversation on Electronic Media is allowed to continue without interruption from the College.
- the use of Electronic Media is consistent with the College’s Student Code of Conduct, policies and procedures (to be found at following link <https://college.adelaide.edu.au/about/policies-and-procedures/>);
- the College’s and University’s reputation and that of its staff and students is enhanced and not compromised through the use of Electronic Media; and
- the College’s legal obligations are not compromised through the use of Electronic Media;

## Legal Requirements

It is important to remember that the same laws that apply generally will also apply online. In the same way, the usual common courtesies and behaviour also applies online. Students must abide by the relevant laws, policies and procedures when using Electronic Media.

Students are personally accountable and liable for everything they upload online and following any breach the College will not assist and will disassociate itself from the user as far as legally possible.

### Social Media

Social media users must ensure that their use is respectful to the College and University and members of the College and University community and in accordance with the College's Student Code of Conduct.

### Email

Although by its nature email tends to be less formal than other written communication, the same laws apply. Therefore, it is important that users are aware of the legal risks of e-mail, including:

- if you send or forward emails with any libelous, defamatory, offensive, racist or obscene remarks, you can be held liable and
- if you unlawfully forward or copy material subject to copyright without permission, you can be held liable for copyright infringement.

### Internet

Students may use the College's Internet service for personal improvement provided that such use is consistent with professional conduct. Students must not access websites for:

- sexually explicit material;
- hate speech or offensive material;
- materials regarding illicit drugs, violence, criminal skills and/or illegal activities;
- gambling and gaming; and
- illegal downloading of music, movies, games, and software.

Downloading and distributing such material is completely unacceptable.

## Supporting Procedures

When using Electronic Media all students are expected to adhere to the following:

- be considerate and play fair – avoid activities on social media that could be considered unlawful, including threatening, abusive, harassing, maliciously false, vulgar, obscene, sexually explicit or hateful statements or activities. Postings that comment about people or groups on the basis of their race, ethnicity, skin colour, national origin, religion, gender, gender identity, sexual orientation, age, disability or other personal characteristics are not appropriate and violate the College's policies;
- when online demonstrate a respect for the dignity of each person and the privacy of all members of the College community;

- behave in an ethical manner;
- observe the relevant age limits for users of social media platforms. Students under the age of 18 must have the necessary parental permissions before they engage in the use of social media.
- use appropriate language at all times;
- only accept friends or followers that you know well enough to speak to;
- remember that information (text, video, images, audio) uploaded to the Internet can be altered and manipulated by others; and
- keep your personal information secure as nothing is private on the Internet.

**At all times, be aware of and DON'T:**

- impersonate or falsely represent another person;
- share your account details or password with anyone;
- have any private information publicly visible;
- use social media to bully, harass, abuse, threaten or intimidate others;
- make defamatory comments or say anything that is misleading, malicious or untrue;
- use obscene or offensive language towards others;
- post content that is pornographic or incites violence against others;
- harm the reputation of the College or the University and those within these communities – students, teachers, staff and parents/carers;
- post any images of College staff or students without the person's consent;
- post anonymous messages; and
- use any digital or analogue device (such as webcams, digital cameras, video cameras, computer input devices, media players/recorders or mobile phones) to record others or to publish these recordings publicly or to post them to any Internet site without the knowledge and consent of the College and those appearing in the recording.

## Email Use, Login Information and Passwords

At commencement of their course, all students will receive an email account to use as follows:

- the email address is only available to the student while enrolled with the College and the University;
- the email address will be used for educational purposes related to the course they are enrolled in and for minimal personal use only;
- the student will not imply that content of any email reflects opinions or views of the College and/or the University;
- the emails are not private, the University retains the right to access and disclose the content internally (ie to management) without notice;
- as the email address is made available to the student only for the duration of their studies with the College and the University, these email addresses and all the data contained within, may be deleted as soon as the student completes their studies. The College and the University are not obligated to retain any content or data contained in these emails. It is the student's responsibility to ensure they retain any necessary information and any attachments contained in the emails for future reference, should they need it.

Following structure will be used to create the email address:

[firstname.lastname@student.adelaide.edu.au](mailto:firstname.lastname@student.adelaide.edu.au)

Students are guided in activating their University email account on arrival. Students are issued with a password and are advised to change this password at the first available opportunity.

Students are not to share with others their login information or passwords for the Student Portal or any other logins they may receive from the College or University. Failure to comply with the above may result in disciplinary action being taken and could result in a case of misconduct being recorded against the student's records. It is the student's responsibility to protect their login information and passwords. Students must make sure they log off computers that they are no longer using.

Students must include following statement in the email footer:

*"This email and any attachments are confidential and may contain information that is protected by copyright. If you are not the intended recipient, please notify the sender immediately and then delete it and any copies."*

## System Monitoring

The College reserves the right to monitor any Internet usage, and emails and block access to any email address to minimise spam and detect inappropriate or suspicious content.

## Amendments

The College reserves the right to amend this policy at its discretion. All changes and amendments to our policies are published on the College's website at following link: <https://college.adelaide.edu.au/about/policies-and-procedures/>

## Questions

If you have any questions or comments about this Electronic Media Policy, please contact Student Services or Reception. If you do not have any questions the College presumes that you understand and are aware of the rules and guidelines in this policy and will adhere to them.

## Version Control and Accountable Officers

It is the joint responsibility of the Implementation Officer and Responsible Officers to ensure compliance with this policy.

<b>Policy Category</b>	Legal			
<b>Responsible Officers</b>	General Counsel			
<b>Implementation Officer</b>	College Director, The University of Adelaide College			
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<b>Approved by:</b>				
General Counsel				
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1.0	Kaplan Australia Quality, Regulations and Standards Team	New Policy adopted.	12.02.2019	12.02.2019



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