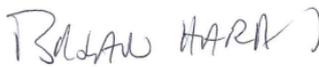


	Title:	
	<h1>Marketing and Social Media Policy</h1>	
	Version: V2.00	Date: 30/03/2016
	Policy Area: General	Next Review: 01/07/2017
Approval: Management Team	Signature: 	

Marketing Policy

Rationale

Vose Seminary endeavours to be accurate, compliant to relevant regulator standards and honest in all its advertising and marketing initiatives.

General Policy and Process

All marketing material and advertising utilised will take into account the following principles:

1. Advertising/Marketing material is not discriminatory or exclusionary in any way.
2. Written permission has been obtained by any person and organisation featured in the Vose Seminary's marketing or advertising materials in name or image.
3. Any official logos displayed are only used as directed by the guideline issued by the relevant authority. Vose Seminary maintains updated versions of logo guidelines for each VET sector authority on their system as a point of reference (including AQF and NRT logos).
4. Wording or images used in the material are not ambiguous or misleading.
5. Information provided will clearly illustrate the outcomes of the course and skills or abilities required to participate in the course successfully. This includes providing information, where necessary, about literacy and numeracy requirements.
6. The Vose Seminary makes clear in its marketing and advertising where a third party is recruiting prospective Learners for Vose Seminary on its behalf.
7. Vose Seminary ensures its marketing distinguishes where Vose Seminary is delivering training and assessment services on behalf of another RTO or where a partnering Vose Seminary is delivering training and assessment services on its behalf.
8. Vose Seminary's national code is included in all marketing of AQF qualifications, skill sets, and units of competency or VET Courses on its scope of registration.
9. The name and code of AQF qualifications, skill sets, and units of competency or VET courses on the Vose Seminary's scope of registration are included in all marketing.

Marketing and Social Media Policy	Version D2.00
Filename: G:\Administration\Compliance And Continuous Improvement\Continuous Improvement\Standards Review\Completed\VMT\Marketing And Social Media Policy - V2.00.Docx	Page 1 of 6

10. Licensed or regulated outcomes associated with AQF qualifications, skill sets, units of competency or VET courses on the RTO's scope of registration are only marketed where the licensed or regulated outcome is confirmed by the regulator in the jurisdiction that it is being advertised.
11. The Principal shall ensure that all marketing and advertising products (electronic included) released for the promotion of its International Learner training and assessment services includes its CRICOS registration number.
12. Only AQF qualifications, skill sets, units of competency or VET courses on Vose Seminary's scope of registration are marketed as nationally recognised training and are marketed and advertised separately from any other non-accredited training and assessment service offered by the Vose Seminary.
13. Marketing or advertising of accredited courses is as in the agreement the Seminary has with the original course owner.
14. Information regarding the Seminary's Mutual Recognition policy is clearly stated.
15. Reasonable attention has been given to Recognition of Prior Learning as a valid option for Learners.
16. Information on the refunding of courses and the nature of the Seminary's guarantee to complete the training are clearly stated.
17. Where there is any confusion, the Seminary's Principal will seek further advice from its assigned case manager or regulatory authority.

Marketing material will be reviewed according to the marketing schedule to ensure currency and accuracy.

Vose Seminary will not guarantee that:

- A Learner will successfully complete an AQF qualification, skill set, unit of competency or VET course on its scope of registration; or
- An AQF qualification, skill set, unit of competency or VET course can be completed in a manner which does not meet the requirements of Clause 1.1 of the Standards;
- A Learner will obtain a particular employment outcome where this is outside the control of Vose Seminary.

Marketing and Social Media Policy	Version D2.00
Filename: G:\Administration\Compliance And Continuous Improvement\Continuous Improvement\Standards Review\Completed\VMT\Marketing And Social Media Policy - V2.00.Docx	Page 2 of 6

Social Media Policy Rationale

This policy section is to encourage and support staff and Learners' responsible use of social media when communicating on one of the Seminary's official social media channels or commenting as a Vose representative on other social media channels. The policy also covers the Seminary's guidelines for the marketing and advertising of its services to the public.

Definitions

Identifiable personal use: Use of social media where the user can be identified as a Vose Seminary staff member or Learner. The identification may be through means such as the person's social media name, character, profile or comments.

Social Media: Digital communication channels used to share opinions, insights, experiences and perspectives via written comments, shared video or audio files. Social media platforms include, but are not limited to, blogs, Wikipedia, Facebook, Twitter, MySpace, Flickr and YouTube.

AQF: Australian Qualifications Framework

NRT: Nationally Recognised Training

General

The policy applies to all Vose staff representing the Seminary on official or external media channels or commenting on Seminary matters on other channels. The policy applies to Vose Learners engaging in social media on one of the Seminary's official social media channels or commenting on Vose matters on external and personal sites. Personal use of social media by staff and Learners, in a way that does not associate the user with Vose is not covered by this policy.

Given the public and external nature of social media, it is important that staff and Learners who use social media understand Vose Seminary's expectations. Staff and Learners should be aware that the same standards that apply for interacting within and outside the Vose community in real life also apply online. The same respect, courtesy and professionalism expected in real life interactions should be displayed online. Likewise, the consequences that apply to a breach of Vose rules apply to breaches of rules for online conduct.

Vose Seminary reserves the right to remove content that does not meet the requirements of this policy. The nominated representative of the Marketing Department will also monitor external and personal social media pages and sites that make reference to Vose Seminary and will initiate any required action.

Using Images and Video

In most cases, prior permission (i.e. a release) must be obtained to post, share or distribute images of individuals whose images are identifiable. Staff and Learners should not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light. Staff and Learners should not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission, for commercial purposes.

Special care must always be taken when dealing with images of "special populations", e.g. minors, patients or research subjects. Stringent legal requirements apply. Generally speaking, such images should never be used for social media posting or distribution.

Marketing and Social Media Policy	Version D2.00
Filename: G:\Administration\Compliance And Continuous Improvement\Continuous Improvement\Standards Review\Completed\VMT\Marketing And Social Media Policy - V2.00.Docx	Page 3 of 6

Learner Use of Social Media

When using social media in the context of education or research training, and where associating themselves with Vose, Learners must:

- a) only disclose and discuss information about the Seminary or its activities that is not confidential and is publicly available;
- b) take reasonable steps to ensure that content published is accurate and not misleading;
- c) ensure that the use, including content published, complies with all relevant rules of the Seminary;
- d) when making a statement on a matter of public interest, expressly state that the views expressed are those of the Learner and not those of the Seminary (unless they are officially authorised by the Seminary);
- e) be respectful and courteous in communications;
- f) adhere to the Terms of Use of the relevant social media provider; and
- g) comply with the law, including laws about copyright, privacy, defamation, contempt of court, discrimination and harassment.

When using social media in the context of education or research training, and when making identifiable personal use of social media, Learners must not:

- a) make any comment or post material that is, or might be construed to be, racial or sexual harassment, offensive, obscene (including pornography), defamatory, discriminatory towards any person, or inciting hate;
- b) make any comment or post material that creates, or might be construed to create, a risk to the health or safety of a Learner, contractor, staff member or other person, including material that amounts to bullying, psychological or emotional violence, coercion, harassment, sexual harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure;
- c) imply that they are authorised to speak as a representative of the Seminary, or give the impression that the views they express are those of the Seminary (unless they are officially authorised by Vose Seminary);
- d) use the identity or likeness of another Learner, contractor, staff member or other stakeholder of Vose;
- e) sell, purchase or offer to write assignments or other assessable work, or to request help with such work. Furthermore, Learners are required to take steps to minimise opportunities for others to cheat by, for example, not saving work to a shared network drive that is accessible by others and not sharing work on social media sites;
- f) make any comment or post material that might otherwise cause damage to the Seminary's reputation or bring it into disrepute; and
- g) use Vose's logo without permission, or use the name in a manner that is likely to be misleading or bring Vose into disrepute.

Where required by Vose, a Learner is expected to remove, and cooperate with all attempts to remove, any comment, post or other online content where the Seminary forms the view that it is in breach of this policy or any other Seminary rules. A Learner who fails to act on such a requirement will be in breach of this policy.

Consequences

The Seminary will respond where a Learner makes identifiable personal use of social media that has the potential to impact Vose's reputation and other interests, directly or indirectly. A Learner who

Marketing and Social Media Policy	Version D2.00
Filename: G:\Administration\Compliance And Continuous Improvement\Continuous Improvement\Standards Review\Completed\VMT\Marketing And Social Media Policy - V2.00.Docx	Page 4 of 6

does not comply with the Vose expectations as set out in this document may face disciplinary action which in serious cases can result in exclusion from the Seminary.

Any person concerned that the conduct of a Learner using social media contravenes this policy may report their concern to the Seminary. Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate Seminary rules and/or a response on behalf of Vose.

Staff Use of Social Media

Vose recognises that many employees make use of social media in a personal capacity. While they are not acting on behalf of the Seminary, employees must be aware that their behaviour can damage the reputation of the Seminary if they are recognised as being one of our employees. Employees must be aware at all times that, while contributing to Vose's social media activities, that they are representing the Seminary.

The following principles apply to Vose employees' personal use of social media when choosing to comment on Vose matters on the Seminary's official social media channels, as well as on external and personal social media channels.

- a) When engaging on social media channels, Vose expects staff to disclose their Seminary employment and role and responsibilities where relevant.
- b) Vose expects its staff only to offer advice, support or comment on topics that fall within an individual's area of responsibility or expertise in the Seminary.
- c) Vose expects staff only to provide publicly available information, and not to comment on or disclose any confidential Seminary information. Breaching copyright laws is unlawful.
- d) At all times while engaged in social media, all Vose staff members will act according to the Seminary's Code of Conduct. Vose explicitly prohibits social media being used to harass, vilify, bully or discriminate against another person.
- e) Vose expects that an employee's personal online activities at work will not interfere with job productivity and performance.

Non-compliance with the provisions of this policy is a serious matter. Depending on the severity and implications of the breach, action may be taken to remove the offending material and invoke relevant misconduct provisions. Sanctions may include a warning, counselling, or disciplinary action.

NOTE: A helpful resource, particularly where children/young people are involved, is the [Safe Church Electronic Communication Guidelines](#).

Marketing and Social Media Policy	Version D2.00
Filename: G:\Administration\Compliance And Continuous Improvement\Continuous Improvement\Standards Review\Completed\VMT\Marketing And Social Media Policy - V2.00.Docx	Page 5 of 6

Appendix: Document History and Version Control Record

Document Title: Marketing and Social Media Policy

Source Documents: Monash University Social Media: Student Use Procedures
University of Newcastle Social Media Communication Policy
University of York Social Media Guidelines
Audit Ready Stock Policy

Associated Internal Documents:

Associated External Documents Safe Church Electronic Communication Guidelines
[Standard 4.1](#)
[Standard 5.1-5.2](#)

Applies to: All staff and students

Approved by: Management Team

Authorised Officer: Compliance Officer

Date of Approval: 30/03/2016

Assigned Review Period: as per review schedule

Date of Next Review: 01/07/2017

Version Number	Version Date	Authorised Officer	Amendment Details
D0.01	16/9/2013	JV	Document Drafts
V1.00	12/05/2014	B Smith	Inserted information around Marketing Guidelines. Updated definitions list.
D2.00	30/03/2016	D Bonallack	Inserted information specific to the 2015 VET Standards for RTOs.

Marketing and Social Media Policy	Version D2.00
Filename: G:\Administration\Compliance And Continuous Improvement\Continuous Improvement\Standards Review\Completed\VMT\Marketing And Social Media Policy - V2.00.Docx	Page 6 of 6