



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 1 of 13
Cromwell College Policy Manual					

CROMWELL COLLEGE SOCIAL MEDIA POLICY

1.0 Our Commitment

Cromwell College is committed to providing an environment for staff and students that is free from all forms of discrimination, harassment and bullying, including those due to social media use.

2.0 Purpose

The purpose of this policy is to provide:

- (a) information highlighting the potential implications of using social media inappropriately.
- (b) a set of standards of behaviour for the appropriate use of social media that are consistent with the College's expectations and values, protect the reputation of the College, our residents, staff and alumnae as well as the broader residential college and university community.
- (c) examples of inappropriate social media use and how to manage these circumstances.

3.0 Definition

Social media refers to communication methods, via digital platforms, that are used to share opinions, insights, experiences and perspectives via written comments, shared images, video or audio files. Social media platforms include blogs, micro-blogs (e.g. Twitter or X), photo sharing (e.g. Snapchat, Messenger and Instagram), video sharing (e.g. Vimeo, Vine, YouTube, TikTok), social networks and networking sites (e.g. Facebook, LinkedIn, Threads) and forums.

Users means residents, alumnae, staff, guests and other stakeholders of the College identified in this policy.

College means Cromwell College within the University of Queensland

University means any tertiary institution Cromwell students attend

This policy applies to all Users at Cromwell College.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 2 of 13
Cromwell College Policy Manual					

4.0 Scope

Social media is an increasingly prevalent, effective and powerful method of communication and has become an integral part of modern life. Cromwell College acknowledges that its students, staff, contractors and conference guests while on-site use social media in both personal and professional capacities. The college also seeks to engage with its students, alumni and broader community through social media. With this in mind social media can blur the lines between personal and professional expression and all members of the College must carefully consider their conduct online, so as to preserve and protect their individual reputations and the reputation of the College.

When using social media, the College community is responsible for following the same behavioural standards as outlined in the Students' Code of Conduct, Student Handbook, policies published by the College and University and as outlined in both State and Federal Legislation.

5.0 Key Principles

- Users are not authorised to comment on behalf of the College on social media.
- The College's name and /or branding / crest must not be used in association with the social media of any User without the written permission of the Principal.
- Users must ensure their personal online activities do not impact the College's reputation, or that of any member of the College community or University. This includes ensuring that any images or recordings (audio or visual) on the User's social media, or present in a publication or merchandise related to the college, upholds the values of the College and Student Code of Conduct.
- Users must at all times protect confidential information about themselves, the College or other members of the College community that is not publicly available.
- When using personal Social Media accounts to comment and/or post, Users must not use language that could defame or present negatively towards the college or suggests the College has agreed and/or consented to their views.
- Users must not act unlawfully when using social media e.g. students should not infringe copyright, impersonate or falsely represent another person.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 3 of 13
Cromwell College Policy Manual					

- Any infringement of copyright materials, unfounded or derogatory statements or misinterpretation may result in appropriate disciplinary action and those involved may be subject to investigation, including criminal investigation.
- In recognition of the potential impact of social media content on public perception all social media posts where Cromwell is tagged, or college merchandise is featured, must adhere to high standards of appropriateness and cleanliness.
- It is acknowledged that any publicly shared images on social media platforms have the potential to be viewed and utilized by the media, and legal teams. Users on social media must promote a positive online presence that aligns with the values of Cromwell College and reflects the best aspects of our community.

6.0 Breaches of Social Media Policy

Should a User contravene this policy and harass, harm or negatively impact the wellbeing of another User, person or entity, or impact on the reputation of the College, then the User will be subject to disciplinary action. The extent, and type of disciplinary action, will be assessed by the college's Senior Management Team. Outcomes will be guided by a variety of documents including the Student Code of Conduct, Student Conduct Policy and Student Misconduct Procedures and may, where applicable, lead to the termination of a student's residency.

Staff may also be subject to warnings and / or disciplinary action if found to be in breach of this policy.

7.0 Official Social Media Accounts

Cromwell College has three official social media accounts (Facebook, Instagram, LinkedIn) which are:

- Identified by the college's name, Cromwell College, and the College's official logo.
- Are overseen by the Marketing and Advancement Manager
- Used for the communication of promotional and informative material designed to enhance the College's reputation and promote its' services.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 4 of 13
Cromwell College Policy Manual					

The College operates in a collegiate community within a university environment and is subject to public scrutiny. Those posting must adhere to the following when posting on the College's accounts:

- Demonstrate the values and expectations of the Cromwell College community
- Proofread posts before sharing to ensure spelling, grammar and punctuation are accurate
- Ensure students photographed are wearing the correct Cromwell College merchandise
- Don't post any images that show students or staff in any compromising position such as being intoxicated, undertaking activities or displaying behaviour that is disparaging to that person, or the College, or which is an invasion of their privacy.
- Act responsibly and ethically when posting, commenting and /or participating in online chats.
- Seek approval for use of any copyright material and credit such sources appropriately.
- Seek support and direction from the Principal, or Marketing and Advancement Manager, if unsure about how to handle any online activity that is concerning.

This Policy does not apply to:

- The use of social media by a member of the Cromwell College Community where there is no identifiable connection with the College, its Staff or Students; or
- Communications which are made in a private and personal capacity, unrelated to Cromwell College, affiliations or activities, and which do not use Cromwell College's infrastructure.

8.0 Dissemination of Policy

The College will ensure that this policy is disseminated to students, staff and the Board of Governors, and any other key stakeholders via:

- Posting of the policy on the College's website.
- Informing new students of the policy as part of their induction to Cromwell College during Week and at other information sessions.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 5 of 13
Cromwell College Policy Manual					

- Reminding the SLT (Student Leadership Team) of their obligations under this policy during P Week.
- Obtain written acknowledgment and acceptance of this policy annually from all students as part of their acceptance of the Student Code of Conduct.
- Obtain written acknowledgement and acceptance of this policy by all staff members as part of their conditions of employment.

Acknowledgements

The College acknowledges that sections of this policy have been provided, with permission, from Dunmore Lang College's Social Media Policy, Macquarie University and Duchesne College, UQ.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 6 of 13
Cromwell College Policy Manual					

APPENDIX

General Guidelines

In addition to the College's behavioural expectation, as outlined in the Students' Code of Conduct and Student Handbook, the following points provide some additional guidance with respect to the use of social media:

- Be genuine, credible and respectful
- *Remember no social media environment is the same.* Ensure that you are aware of and understand the distinctions and accepted communication style of each application, before you begin posting.
- *Remember to post appropriately as social media content is easily spread.*
- *Maintain confidentiality.* Don't share any confidential, private or sensitive information through social media. Only provide information that is publicly available, and do not comment on or disclose any confidential or sensitive information.
- *Do not use social media to harass, vilify, bully or discriminate against any individual.*
- *Protect your own safety and privacy.* Before broadcasting information of your location or activities, consider your own privacy and safety. Ensure that you are aware of and understand the privacy settings you have set for social media sites that you use and set them to protect your privacy and safety.
- *Be aware of liability.* What you post online is your responsibility. Post carefully and after considering your liability in doing so. Be aware that any instance of breaching copyright laws is unlawful.
- *Consider how your posts might affect other people.* If you post something derogatory, negative or inflammatory about another person or group on a social media site, you need to consider the potential affect it might have especially given the whole community will be reading it. If it is something that you would not consider saying to someone personally then you should not post it.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 7 of 13
Cromwell College Policy Manual					

- *Think about in what capacity you are posting.* Give thought to the capacity in which you are posting and be sure to differentiate between your roles if you hold more than one. If you are acting in your personal capacity rather than your work capacity, ensure that is made clear.
- *Use your online posting to promote the College and not to damage its reputation in any way.*
- *Something posted on a social media site is a written communication,* and the same legal ramifications can result, such as breach of privacy or confidentiality, defamation or trade practices/ fair trading violations. As it is written in a permanent forum, it will always be able to be accessed and has the same evidentiary value as a more formal, hard copy communication.

The following information is provided by Legal Aid Queensland (accessed 21 June 2024) and is intended to provide examples of common areas and circumstances where the College's Social Media Policy would be breached as well as some suggestions on how to manage each situation.

Cyber bullying

What is cyber bullying?

Cyber bullying is intentional and repeated cruel or hurtful behavior that is carried out using technology, such as:

- SMS or text messages
- email
- blogs
- chat rooms
- discussion boards
- instant messaging
- online games
- photo sharing apps, e.g., Snapchat and Instagram
- social networking sites and apps like Facebook, Twitter and Ask.fm.

Cyber bullying can include:

- sending cruel and threatening messages or material
- putting embarrassing photos of people on the web
- creating fake profiles that are mean or hurtful



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 8 of 13
Cromwell College Policy Manual					

- sending unwanted messages online, teasing and making fun of others.

A cyber bully can be someone you know or a stranger.

Is cyber bullying illegal in Queensland?

Yes. Cyber bullying is a crime if it involves using the internet or a mobile phone to:

- **make threats**
this can include trying to intentionally frighten, intimidate or annoy someone by threatening to hurt them; it is also illegal to threaten to enter or damage a property.
- **stalk someone**
stalking is when someone gets repeated attention that frightens or intimidates them.
- **menace, harass or seriously offend someone**
this can include sending offensive messages or making posts that make someone feel extremely angry, outraged, humiliated, or disgusted.

How do I stop cyber bullying?

- Don't give out your private information like passwords, names, addresses, phone numbers, school names, photos or family information online to people you don't know or trust. This information can be used by bullies and others to harm you.
- Don't exchange photos or give your email address to people on the internet you don't know or trust.
- Don't send messages when you're angry. This can start a heated conversation that may lead to bullying.
- Don't reply to messages from a bully. Bullies will often get bored and stop their behavior if you don't respond.
- Leave a chat room or instant message service immediately if you are feeling harassed.
- Block the person so they can't contact you.
- Use caller ID blocking to hide your phone number when making calls.
- Don't leave your name on your voicemail.
- Report the bully. You can anonymously report the bully and if the bully has breached a website's terms and conditions their account may be disabled.
- Take a screenshot to keep as evidence of the bullying.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 9 of 13
Cromwell College Policy Manual					

What should I do if I am being cyber bullied?

Tell someone

Nobody should have to deal with bullying alone. Tell a trusted adult, like the Principal or Deputy Principal of the college, parent, counsellor, or friend.

Lifeline

Phone: 13 11 14

Stop the activity

People who bully get their kicks from knowing they've upset the person they're bullying. If you don't let them know they've upset you, you will have taken away half of their fun and they are more likely to stop the activity.

How is cyberbullying dealt with in Australia?

There are a few criminal laws that can apply to cyberbullies and anyone above the age of 14 will be held criminally responsible.

The offence is considered cyberbullying when it involves:

1. Using the Internet or a phone in a harassing, threatening, or offensive manner: If these devices are used to spread messages or posts which have the potential to be viewed as offensive and can cause anger, outrage, disgust or humiliation, the penalty can be up to 3 years in jail.
2. Threats or intimidation: Trying to intentionally frighten someone by using any mobile devices, emails, or online posts is considered a criminal offence. The penalty for threatening to kill someone can be up to 10 years in jail. If the threat is based on an individual's race, transgender identity or sexual orientation, the bully may be penalised for up to 6 months in jail.
3. Stalking: Cyberbullying is considered stalking when the bully repeatedly contacts an individual with the intent to intimidate or frighten them. This may involve unwanted phone calls, sending frequent text messages or emails and causing the



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 10 of 13
Cromwell College Policy Manual					

victim to fear for their safety. This offence holds a maximum penalty of 5 years in jail.

4. Unauthorised access: Logging into another person's online account without permission and viewing or altering their information is punishable by 2 years in jail.
5. Defamation: Publishing false information via the Internet to cause them serious harm is an offence punishable by 3 years in jail.
6. Encouraging suicide: Cyberbullying with an intent to instigate self-harm or suicide on the victim can send an offender to jail for 5 years.

What is sexting?

Sexting usually refers to:

- taking naked or partially naked photos or videos of yourself (posing in a sexual way) and sending the photos via the internet or mobile phones
- receiving or forwarding naked or partially naked photos or videos through mobile phones, internet, and social networking sites such as Facebook or Instagram.
- Sexting can include images from film, movies, videos, photos, and digital images sent by SMS, email, chat rooms and publishing on blogs.

Intimate image

An *intimate image* is defined under the new laws, and might include a photograph or video of a person:

- nude
- with their genitals or backside showing (whether bare or covered by underwear)
- with their bare breasts showing (if they are female or, if transgender or intersex, if they identify as female)
- engaged in an intimate sexual activity not normally done in public.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 11 of 13
Cromwell College Policy Manual					

Digitally altered images are also included in the definition of an intimate image. For example:

- a person's face digitally added to a pornographic or sexualised image
- a nude or partially nude person with their genitals or breasts digitally covered (e.g. with an emoji).

This is not a complete list.

Consent

It doesn't matter if an image was originally taken with consent. If someone gave you the image or gave you permission to see the image, it does not mean they have agreed to anyone else seeing it.

If someone sends you an intimate image, don't show it to anyone else without their willing consent—you cannot pressure them into agreeing.

Taking photos or videos of someone without their consent

In Queensland, there are laws which make it illegal to take or distribute photos or videos of someone's private parts or private activities without their consent — regardless of how old they are.

It's a criminal offence to take or distribute photos or videos of someone without their consent when the person is:

- in a private place, or
- doing a private act in circumstances where they would reasonably expect privacy.

Private acts may include things like undressing, using the toilet, showering or bathing or having sex in a place where a person would reasonably expect privacy.



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 12 of 13
Cromwell College Policy Manual					

It's also a criminal offence to take or distribute photos or videos of someone's genital or anal region without their consent in circumstances where they would reasonably expect privacy. This applies even if their genitals or anal region are covered by underwear.

For example, it's illegal to use a mobile phone in a public place to take photos of women's underwear under their skirts without their consent.

The penalty for this type of offence is up to 2 years imprisonment.

Students Under 18

It's illegal to create, send, possess or intend to possess images of someone aged (or who appears to be aged) under 18 (including yourself) who is:

- involved in a sexual activity
- in a sexual pose
- acting in a sexual way
- showing their sexual parts.

You can be charged with a criminal offence for 'possessing child exploitation materials' if you're aged 10 or over.

If you make or possess (have) illegal sexting images or send them to other people you may be charged with distributing child exploitation material, which is a serious crime. If you're found guilty of this offence you could be sentenced to up to 7 years in jail if you are 16 or under, or 14 years in jail if you're 17 or older.

What if someone has shared a private photo of me?

If someone has shared a photo of you without your consent, there are a number of things you can do:



Rev. 00	Last Revision Date July 2024	Reference POL-S13	Next Revision 2026	Revision Frequency 2	Page 13 of 13
Cromwell College Policy Manual					

- if the image is on a social networking site like Facebook, you can [report the image to Facebook](#) and ask for it to be removed. The best way to do this is to use the report link that appears near the content.
- if you think an image on Facebook violates your privacy rights you can also ask Facebook to have them removed. See Facebook's [image privacy rights](#)
- talk to someone you trust—a parent, friend, staff member or counsellor.
- report it to the police if the images are being spread without your consent.

For more information about sexting and the use of digital technology see:

- [Cyber bullying sexting and Facebook guide](#)
- Lawstuff Australia website:
 - [sexting](#)
 - [Photos and videos on your phone.](#)
- Queensland Police

[Sharing of intimate images | QPS \(police.qld.gov.au\)](#)

General information

There are lots of good websites that explain how to be cyber smart. Have a look at:

www.bullyingnoway.gov.au

www.netsmartz.org

www.thinkuknow.org.au

www.qld.gov.au/cybersafety