

Policy Name:	Social Media Policy
Policy Number:	2-GENERAL-2014
Current Version:	01-01/07/2014
Next Revision Date:	2015
Purpose:	This procedure provides information on student conduct where online activity could bring the PGA IGI or its providers or partners into disrepute or misrepresented.
Scope:	This policy and procedure applies to all students including those students and persons seeking to enrol, where such activity may be deemed gross misconduct and as such could result in dismissal or failure to be offered a placement.
Exceptions:	Material which has received specific, prior approval from the Dean & Executive Officer.
Policy Owner:	Dean and Executive Officer
Policy Author:	Dean and Executive Officer
Related policies and legislation:	<ul style="list-style-type: none"> ▪ PGA IGI Student Handbook ▪ ICMS Student Handbook
Internal procedures guided by this policy:	<ul style="list-style-type: none"> ▪ Monitoring of Facebook and other social media sites ▪ Orientation Program ▪ Complaints and Appeals policy number 8-CRICOS-2011
Published Location:	<ul style="list-style-type: none"> ▪ PGA IGI website

Revision History

Revision Date:	Status: (Draft/Final)	Summary of Changes	Prepared/Approved By:	Revision #:
1/7/14	Final	New Policy	Systems Administrator/Dean and EO	01

Glossary of Terms/Definitions

PGA	Professional Golfers Association of Australia
PGA IGI	PGA International Golf Institute
ICMS	International College of Management Sydney

Procedure Measures

Procedure Measures	Target
Zero deliberate examples of breaches of this Policy	100%

Distribution

- All Directors
- All educational and non-educational staff dealing with students or persons seeking to enrol
- All potential and existing students via PGA International Golf Institute website
- All existing students via Orientation Program

1.0 Social Media Policy

This policy is to be read in conjunction with the PGA IGI Student Handbook, particularly the section on Student Misconduct.

Student online activity must:

- Not mention or link to libellous, defamatory or harassing content, even by way of example or illustration
- Not publish information that is confidential or proprietary to the PGA IGI
- Refrain from using offensive language
- Do nothing to bring the PGA IGI, the PGA or its partners or service providers into disrepute; and
- Not represent the PGA IGI.

2.0 Consequence of not abiding by this Policy

Such activity as described above may be deemed gross misconduct and as such could result in dismissal or exclusion from a course or program. In such instances, currently enrolled students will receive a written first and final warning of their misconduct in accordance with this policy.

Students who have been suspended or excluded from a course or program have the right to appeal in accordance with the PGA IGI appeals process.

This policy will be reviewed annually and revision history updated.