

# Social Media Policy

## 1. OVERVIEW

This policy applies to Graduates studying with the Leo Cussen Centre for Law (Leo Cussen) in the GDLP.

Leo Cussen recognises the increasing role that social media plays in our lives. This policy sets out what Leo Cussen considers to be acceptable use of social media and the expectations for that use, when acting personally or in the course of training.

This policy may be reviewed, varied, added to or withdrawn by Leo Cussen at any time, at the Institute's absolute discretion.

## 2. APPLICATION OF THE POLICY

This policy applies to the use of social media applications, including but limited to the following:

- social networking sites that allow users to build online profiles and share content with other profiles to which they choose to be linked (eg Facebook, Instagram, Twitter, Tik Tok and LinkedIn);
- content sharing sites that host and distribute user-created or user-uploaded multimedia content (e.g. YouTube, Flickr, wikis and blogs); and
- any other applications as developed from time to time,

(together referred to as **social media**).

The policy applies to the use of social media by Graduates which may impact Leo Cussen, including work related use and personal use, both during and outside of training, as set out below.

## 3. ACCEPTABLE USE

### Training related use

In the course of your training, you may use social media where authorised by Leo Cussen and forming part of the training activities.

Personal use of professional social media is regarded as "training related use" under this policy and your conduct on those sites must comply with Leo Cussen policies.

### Personal use during work

Leo Cussen recognises that many people use social media for personal purposes while working and training.

This personal use during training and work must not breach this policy, the Graduate Conduct Policy, the Graduate IT Policy, or impact the performance of your work.

### Personal use outside of work

Personal use of social media outside of work still may impact on Leo Cussen, particularly where you identify where you are training.

Your personal use of social media outside of the GDLP must not cause damage to Leo Cussen reputation or brand, associate the company with your personal views or otherwise breach the law.

Examples of unacceptable use of social media are set out below.

#### 4. **EXAMPLES OF PROHIBITED USE**

The use of social media is not acceptable use and is prohibited in circumstances where it is work related or personal use (in the circumstances outlined in section 3, above):

- impacts on the performance of the GDLP training of other Graduates in the GDLP;
- is for illegal purposes or conduct;
- infringes intellectual property rights or copyright;
- breaches confidentiality obligations (eg disclosure of confidential, commercially sensitive or proprietary information of Leo Cussen);
- amounts to misrepresentation;
- amounts to a conflict of interest (including a personal conflict of interest);
- breaches privacy obligations;
- amounts to bullying, stalking, abuse, a threat, discrimination, sexual harassment or victimisation (or in any other way breaches the Graduate Behaviour Policy);
- involves pornographic or offensive material or is for gambling;
- breaches third party contractual obligations;
- damages Leo Cussen brand or the brand of any client, business partner or supplier;
- refers to Leo Cussen logo, facilities, or relationships without authorisation;
- involves the disbursement or receipt of unsolicited commercial electronic messages (SPAM);
- defames or could amount to defamation of Leo Cussen, its employees, Graduates or anyone else;
- breaches competition and consumer legislation (eg comments regarding competitors);
- implies that you are speaking as a representative of, or on behalf of, the company, unless you are specifically authorised to do so by Leo Cussen; or
- is in breach of any of Leo Cussen policies or procedures, including the Graduate Conduct Policy.

#### 5. **PASSWORDS AND SECURITY**

Social media applications are generally protected by a logon process consisting of a username and password.

You must take steps to ensure that your social media logon details are secure and protected by:

- preventing the disclosure or use of your username and password by others, including family members or friends, even if accessing social media from home;
- making logon details easy to remember but difficult for others to guess; and
- keeping any written records of your username separate from your password so that they will not be associated

If you suspect that someone else has access to your social media password, change your password as soon as possible.

#### 6. **MONITORING**

Use of social media is not a private communication and may be reviewed by Leo Cussen at any time for breach of Leo Cussen policies and procedures.

Such monitoring may be conducted at any time in accordance with Leo Cussen IT Policy, and this information may be made available to Human Resources, and the Director PLT if activity that breaches Leo Cussen policy is suspected or reported.

**7. COMPLAINTS**

A Graduate should raise concerns about inappropriate use of social media with their Mentor first, and it may then be escalated to a Head of Course or the Director PLT.

A Graduate has the right to raise a complaint with the EO Contact Officer about the inappropriate use social media if they believe a communication is offensive, humiliating or intimidating.

If they are comfortable in doing so, they are also encouraged to advise the sender of a communication if they believe it is offensive or inappropriate.

**8. BREACH OF THIS POLICY**

If a complaint in relation to use of social media is substantiated, appropriate disciplinary action will be taken against the Graduate concerned. This may include counselling, warnings, or termination of enrolment.

Any Graduate may reasonably be directed to remove social media content that breaches this policy, or which adversely affects the Institute's reputation or business.

**9. RELATED POLICIES**

At Leo Cussen, there are a number of policies which may impact on your use of social media, including:

Graduate IT Policy  
Graduate Conduct Policy  
Privacy Policy

A failure to comply with Leo Cussen's policies may result in disciplinary action, up to and including termination of enrolment.

**10. QUESTIONS ABOUT THIS POLICY**

Any questions about this policy should be referred to the Director PLT.

**11. REVIEW DETAILS**

This policy was approved by the Management Committee of Leo Cussen Centre for Law on 1 October 2012 and revised and approved on 4 December 2013.