

Social Media Guidelines for Fly Factory Students and Families.

If you are a student of Fly Factory and create or contribute to blogs, wikis, social networks, virtual worlds or any other kind of social media, or comment on online media stories—these guidelines are for you.

WHAT IS SOCIAL MEDIA?

Social Media has grown almost 30,000 per cent since 2008. Now with over 1 billion Facebook accounts, and 300 million Twitter accounts, social media is changing the way we do business and interact with our friends and colleagues.

Social media includes blogs, social networks and websites such as Facebook, Twitter, MySpace, Flickr, YouTube, Pinterest, WordPress etc.

Blogs are online journals where you can write about anything you want. Examples include WordPress and Blogger.

Social networks allow users to communicate and add friends, send messages and share content. Examples are Facebook and MySpace.

Photo and video sharing allow you to upload photos or videos and comment on other users' submissions. Examples are Flickr, YouTube, and Pinterest.

Wikis allow multiple users working on the same content to add articles and edit existing articles online at different times and places. Example: Wikipedia.

Microblogs allow you to broadcast short messages, for example, twitter (140 characters).

A MESSAGE FROM THE OWNERS

We live in an exciting technological age where advances occur daily, and we can be in contact with the world in a matter of seconds. But such instant communication can have its drawbacks, and you need to be aware of potential issues, and rules and regulations surrounding the social media network.

Fly Factory supports the use of social media and online communities, and these guidelines have been developed to help protect your privacy, and that of our organisation

Fly Factory expects that you understand and follow these guidelines, and your cooperation is greatly appreciated

Steen Shoar

Holly Shoar

INTRODUCTION GUIDELINES

Social media offers engagement with other students, both in Australia and overseas; colleagues and friends, and the world at large. Fly Factory supports and encourages the use of social media to develop and expand your networks and research.

These guidelines have been developed to help protect your personal and professional reputation; to use social media forums effectively, and to comply with relevant Fly Factory policies and procedures.

Social media tips

- > Never represent yourself or Fly Factory in a false or misleading way.
- > Do not use the Fly Factory logo unless you have permission from the Senior Management or Marketing Office to do so.
- > Do not participate in spam, or make comments that are off- topic, offensive, harassing or indecent.

Be transparent

If you are writing about Fly Factory or another Circus School or organisation, be transparent and state that you are a student here. Always maintain confidentiality in relation to confidential and sensitive information; and never identify another student by name without their permission.

Be honest

Everything you say must be true and not misleading in any way, and all claims must be substantiated. Cite and provide links to your sources wherever possible.

Be respectful

Fly Factory has a diverse range of staff and students with differing beliefs, values, and opinions. Be respectful of those differences, and do not post offensive or frivolous comments.

Be polite

When disagreeing with others' opinions, keep it appropriate and polite. Do not get antagonistic or defensive, and try not to disengage abruptly from the conversation.

Write what you know

Write about your areas of expertise. If you are not the subject matter expert, make this clear to your readers. Be aware of brand, trademark, copyright, fair use, trade secrets, confidentiality, and financial disclosure laws.

Use your best judgement

Remember there may be consequences to what you publish, and some may be serious. If you are uncomfortable with the comment—don't publish!

Review, and reconsider.

Use a disclaimer

Make it clear that the views and opinions expressed are yours and may not represent the views of Fly Factory or its community.

Think of your future

Make sure that your online activities do not interfere with your day job or your studies. The internet has a long memory, and what you publish (including photos, videos or links) may be replicated, or found by your current or future employer.

Fly Factory Social Media Guidelines is a collaborative project between the owners, senior management and marketing staff.

> Posting to the internet is a form of publishing and rights of publishing apply including defamation and copyright.

- > Protect yourself, your privacy, and Fly Factory's confidential information. Be careful what you publish as the internet is widely accessible and has a long memory. You are personally responsible for the content of your posts.
- > Comply with relevant Fly Factory policies including the Acceptable Use of Information Infrastructure.

Fly Factory policy and procedures are mandatory and must be complied with. Any breaches may lead to disciplinary action under the Fly Factory Discipline Rules