

Electronic Media Policy

Scope

This policy applies to all students enrolled with Kaplan Higher Education Pty Ltd and Kaplan Education Pty Ltd trading as Kaplan Professional (referred to here as “Kaplan”).

Kaplan acknowledges the rapidly growing use of Electronic Media (including social media, emails, discussion forums, messaging applications, communication platforms and the Internet) by students and encourages its use for the primary purposes of learning, engaging, connecting, collaborating and promoting Kaplan.

All members of Kaplan’s community are expected to show courtesy and respect to others and should not use Electronic Media to abuse, harass or offend anyone.

Electronic Media should not be used to damage the reputation of Kaplan.

Purpose

The purpose of this policy is to provide guidance about the use of social media, email, discussion forums, the online Learning Management System, messaging applications, communication platforms, the Internet and similar media in existence or developed from time to time (“Electronic Media”) by students of Kaplan’s community and their rights, obligations and responsibilities.

Further, the purpose of this policy is to ensure students understand the requirements of Kaplan on how to use Electronic Media in an ethical, fair and law-abiding way, both as a student with Kaplan and in a personal capacity, and to make students aware of what Kaplan deems as acceptable and unacceptable use of its systems. Failure to comply with this policy may result in disciplinary action being taken and could result in a case of misconduct being recorded against the student’s records.

Policy Principles

This policy is supported by the following guiding principles:

- As much as possible, content and genuine conversation on Electronic Media is allowed to continue without interruption from Kaplan.
- The use of Electronic Media must be consistent with other Kaplan policies including but limited to the Academic Integrity and Conduct Policy, and the Prevention of Harassment and Bullying Policy available at <https://www.kaplanprofessional.edu.au/faqs/studentpolicies/>.
- Kaplan’s reputation and that of its staff and students must not be compromised through the use of Electronic Media.
- Kaplan’s legal obligations must not be compromised through the use of Electronic Media.

Legal Requirements

Students must abide by all relevant laws, policies and procedures when using Electronic Media. In the same way, the usual common courtesies and behaviour expected from students also apply online.

Students are personally accountable and liable for everything they upload online. If a student is found to be in breach of either this policy or any state or federal laws, Kaplan will not assist the student, and Kaplan will disassociate itself from the student as far as legally possible.

Social Media

Social media users must ensure that their use of social media is respectful to both Kaplan and to members of Kaplan's community.

Electronic Communication (email, forums, chats)

Although by its nature electronic communication including email, forums and chats tends to be less formal than other written forms of communication, the same State and Federal laws apply. It is therefore important that students are aware of their legal obligations, including:

- if they send or forward communication with any libellous, defamatory, offensive, racist or obscene remarks, they can be held liable
- if they unlawfully forward or copy material subject to copyright without permission, for example Kaplan learning materials, they can be held liable for copyright infringement.

Internet

Students may use Kaplan's internet services for study or personal improvement, provided that such use is consistent with professional conduct.

Students must not use Kaplan's Electronic Media for:

- accessing, uploading or downloading sexually explicit material
- accessing, uploading or downloading hate speech or offensive material
- accessing, uploading or downloading materials regarding illicit drugs, violence, criminal skills and/or illegal activities, including academic cheating services
- engaging in gambling and similar forms of gaming
- illegal downloading of music, movies, games, and software
- downloading and viewing of graphic content that may be distressing or disturbing to members of staff or the student community.

Kaplan has a zero-tolerance approach to the above listed activities.

Guiding Procedures

When using Electronic Media, all students are expected to adhere to the following:

- Be considerate to others – avoid activities on social media and online platforms that could be considered unlawful, including threatening, abusive, harassing, maliciously false, vulgar, obscene, sexually explicit or hateful statements or activities.
- Postings that comment about people or groups on the basis of their race, ethnicity, skin colour, national origin, religion, gender, gender identity, sexual orientation, age, disability or other personal characteristics are not appropriate and violate Kaplan's policies.
- When online, demonstrate respect for the dignity of each person and the privacy of all members of Kaplan's community.
- Behave in an ethical manner.
- Observe the relevant age limits for students using social media platforms. Students under the age of 18 must have necessary parental permissions during the enrolment process before they engage in the use of social media.
- Use appropriate language at all times.
- Remember that information (text, video, images, audio) uploaded to the internet can be altered and manipulated by others.
- Keep their personal information secure.

At all times be aware and DO NOT:

- impersonate or falsely represent another person
- share any account details or passwords with anyone
- share any financial information
- have any private information publicly visible
- use social media to bully, harass, abuse, threaten or intimidate others
- make defamatory comments or write anything that is misleading, malicious or untrue
- use obscene or offensive language towards others
- post content that is pornographic or incites violence against others
- harm the reputation of Kaplan, those within its community – for example students, staff, teachers, parents/carers or other community members
- use, or request that any person use, any device (including but not limited to webcams, digital cameras, video cameras, computer input devices, media players/recorders or mobile phones) to record others or to publish these recordings publicly or to post them to any internet site without their knowledge and the written permission of Kaplan and those appearing in the recording.

Login Information and Passwords

Students are issued with their login information to the Student Portal via email to their primary email address nominated at the time of enrolment.

Students are not permitted to share with others their login information or passwords for the Student Portal or any other logins they may receive from Kaplan.

It is the student's responsibility to protect their login information and passwords. Students must make sure they log off computers or devices that they are no longer using.

System Monitoring

Kaplan reserves the right to track all internet usage, monitor emails, platform messaging and block access to the email address to minimise spam and detect inappropriate or suspicious content.

Kaplan will also monitor students' input in discussion forums to ensure no inappropriate comments are posted and reserves the right to remove such comments.

Consequences of Breach

Failure to comply with this policy may result in disciplinary action being taken against the student, which could result in a case of misconduct being recorded against the student's records or expulsion.

Amendments

Kaplan reserves the right to amend this policy at its discretion. All changes and amendments to our policies are published on Kaplan's website currently at the following link:

<https://www.kaplanprofessional.edu.au/faqs/studentpolicies/>

Questions

For any questions or comments about this Electronic Media Policy, please contact Student Experience.

Complaints and Appeals

Any grievance, complaint or appeal in relation to the implementation of this policy will be managed in accordance with the Grievances, Complaints and Appeals Handling Policy located on the Kaplan website.

Relevant Legislation

Broadcasting Services Act 1992 (Cth)

Copyright Act 1968 (Cth)

Enhancing Online Safety for Children (Tier 2 Social Media Services) Declaration 2015

Privacy Act 1988 (Cth)

Telecommunications (Interception and Access) Act 1979 (Cth)

Related Kaplan Policies

Other policies associated with this policy are to be found on Kaplan's website, currently at following link: <https://www.kaplanprofessional.edu.au/faqs/studentpolicies/>

- Academic Integrity and Conduct Policy
- Copyright Policy
- Diversity, Inclusion and Equity Policy
- Online Content, Recording, Storage and Use Policy
- Prevention of Harassment and Bullying Policy
- Privacy Policy
- Sexual Misconduct Prevention and Response Policy

Version Control and Accountable Officers

It is the joint responsibility of the Implementation Officer and Responsible Officer to ensure compliance with this policy.

Policy Category	Legal			
Responsible Officer	General Counsel			
Implementation Officer	CEO, Kaplan Professional			
Review Date	June 2024			
Endorsed by:		Approved by:		
KHE Academic Board		General Counsel		
Version	Authored by	Brief Description of the changes	Date Approved:	Effective Date:
1.0	Quality, Regulation & Standards Team	New policy and procedure.	05.09.2019	09.09.2019
1.1	Quality, Regulations and Standards Team	<ul style="list-style-type: none"> • Updated references to other policies. • Added online learning and communication platforms. • Updated template. 	17.06.2021	24.06.2021
1.2	Quality, Regulations and Standards Team	<ul style="list-style-type: none"> • Updated HE provider category to Institute of Higher Education 	N/A	13.07.2021