

## AGTV Digital Media Policy

This Digital Media Policy outlines the Committee's expectations of the safe, responsible, and ethical use of digital media. Without an office, we rely on digital media to support our work.

Digital media is any online platform or application that uses cloud services to store data, conduct financial transactions, distribute content, or enable online communication. Digital media includes websites, SMS, emails, social media, video conferencing, videos, games, and online advertising.

### Scope

This Digital Media Policy relates to all forms of digital communication, platforms and applications used by the AGTV that enable the Committee, members or others to:

- remotely manage day to day administration matters;
- read, listen to, view and/or receive content;
- create, modify, use or share content;
- facilitate networking;
- participate in online events.

### Purpose

The purpose of this policy is to outline how the Committee will use digital media consistent with our values and commitment to eSafety.

Digital media is an important tool that the Committee uses to:

- facilitate the administration of the Association including online payments;
- promote, deliver or report on AGTV services;
- communicate with members and others accessing our services;
- disseminate information and opportunities for teachers and students of German;
- curate and publish content related to the purpose of the Association;
- facilitate online events.

### Values

The Committee will use digital media consistent with these core values:

- Inclusion, diversity and equity:** The AGTV will consider inclusion, diversity and equity when using digital media and publishing content.
- Information Sharing:** We create, share or repost information online that is relevant, appropriate to our purpose, and of interest to our members or the general public.
- Integrity:** We will not knowingly publish or post incorrect, defamatory or misleading information about our own work or the work of other organisations or individuals. We will post in accordance with AGTV policies, and copyright law.
- Professionalism:** We will represent the Association as a whole and seek to maintain a professional and uniform tone.
- Safety and Wellbeing:** We will assess and monitor the security of digital media services and take measures to protect information stored by the Association, and to protect users from potential harm consistent with our commitment to eSafety.

## **Policy**

The Committee is committed to eSafety and has zero tolerance of child abuse and racism.

The Committee must approve and monitor the use of all digital media services and applications, including the use of third-party providers e.g. online banking, website hosting.

All content shared electronically with members, published on websites, or posted on social media must be consistent with the purpose and values of the Association.

All use of digital media to communicate with or meet online with members and others will reflect our AGTV Code of Conduct, AGTV Privacy Policy and commitment to eSafety.

The Committee will take reasonable steps to protect users of digital media from harm or abuse.

## **Digital Media Procedures**

### **Responsibilities**

Only authorised members of the Committee or support staff are permitted to use third-party digital services to facilitate the day to day operation of the Association to:

- conduct committee business remotely online including financial transactions,
- manage communication channels of the Association,
- manage our websites, share and publish content, and host online events,

The Committee appoints managers of websites and other platforms, who will monitor risk and contribute to developing and reviewing AGTV policies and Risk Management Plans.

### **Management of AGTV Digital Platforms**

The Committee will conduct risk assessments before approving the use of digital media and monitor the ongoing security of the service to protect data and users from harm.

All content should only be published or shared on trusted platforms if it complies with:

- AGTV policies incl. Digital Media, Privacy, Recordkeeping and Advertising Guidelines
- copyright law,
- Child Safe Standards,
- a formal direction from the Committee,
- any other related legal obligation.

The Committee and support staff must follow AGTV policies and prioritise eSafety and Child Safe Standards when organising or hosting events online.

### **Content on Digital Platforms**

The Committee will promote and report on its own services and others to support the teaching and learning of German, including making some content available to read, view or download.

The Committee may share or publish links to other platforms. Any links to third-party platforms will be related to committee business, to supporting or promoting the teaching and learning of German or languages education, or to events or opportunities of interest to our members.

Decisions about content and posts promoting third parties will be made on a case by case basis with reference to our purpose and values, AGTV policies incl. Advertising Guidelines, and relevance to languages education.

## Posts on Social Media

Posts on an AGTV social media platform aim to connect with teachers of German and the wider community. Posts must comply with our Digital Media Policy and other related policies and be relevant to our purpose. Examples of relevance would be:

- promoting or reporting on AGTV events, materials and services,
- promoting other related opportunities for teachers and students of German,
- sharing cultural or linguistic knowledge, and
- promoting news or events related to German-speaking communities.

## Comments on Social Media

Public comments on posts should be kind and respectful and will be moderated by the managers of the social media platforms. Constructive criticism is allowed but abuse, racism or hate speech will not be tolerated.

## Hosting Events Online

The Committee uses digital platforms to host events online including committee meetings.

The Committee will take **reasonable steps to protect participants** from harm or abuse while accessing these services. Verbal or written contributions must be respectful.

Members and others joining meetings will usually be placed in a waiting room and upon entering, will be required to confirm their identity.

Online events should include a **host and co-host** to manage the event, such as admitting participants and monitoring chat boxes. Content presented and topics discussed should align with the purpose, values and policies of the Association.

Members and others wanting to participate in **professional development events** online must **complete an online registration** prior to the event. Events may be for members only or provided at a member rate. Members are identified at the point of registration by their email registered on our system. A link to join the event is sent to the email for use by the person who registered.

When hosting **webinars for students**, the Committee does not collect student contact details. Instead, the classroom teacher registers participation of their students and the Committee forwards the link to join the online event to the classroom teacher. If required, the link may then be forwarded to their students. Chat boxes for student webinars will usually be disabled, and another safer mechanism used for questions from the audience.

When hosting **online meetings for exchange students and/or host families** involved in the AGTV BJR Exchange, the link to join will be forwarded to the exchange student's host parent/guardian.

Links to join **other meetings** may be sent directly to approved participants such as Committee members, Network Leaders, and AGTV BJR Exchange School Liaison Officers.

## Breaches of Digital Media Policy and Procedures

The **managers of websites and other platforms** must take action in response to any breach of this policy or safety concern. Managers must record and report incidents to the Committee.

In responding to breaches, managers may:

- amend or delete content;

- delete comments deemed unrelated, inappropriate or offensive, including those which are rude, insulting or hostile;
- block offending individuals;
- report illegal behaviour to relevant authorities;
- review related policies and procedures and recommend any changes to the Committee.

**Hosts and co-hosts of online events** must monitor the contributions of participants and address any inappropriate behaviour. Actions the host or co-host may take include:

- giving a general reminder to participants about appropriate behaviour;
- sending a private message to the offender to stop the offending behaviour;
- removing the offender from the online event.

The host or co-host must record and report incidents to the Committee.

### Concerns or Complaints

Members and other **users** of **our** digital platforms who want to express a concern or make a complaint can email the Committee.

- [complaints@agtv.vic.edu.au](mailto:complaints@agtv.vic.edu.au)

The AGTV Complaints and Appeals Policy is published on the AGTV website.

- <https://agtv.vic.edu.au/about/policies/>

### Resources

- Australian Government eSafety: <https://www.esafety.gov.au/>
- Copyright Agency: <https://www.copyright.com.au/>
- Smartcopying for schools and TAFE: <https://smartcopying.edu.au/>
- Indigenous Cultural and Intellectual Property Rights: <https://smartcopying.edu.au/guidelines/copyright-basics/indigenous-cultural-and-intellectual-property-rights/>
- Child Safe Standards: <https://ccyp.vic.gov.au/child-safe-standards/the-11-child-safe-standards/>

### Related Policies

- Privacy Policy
- AGTV Risk Management Policy
- AGTV Code of Conduct
- AGTV BJR Student Digital Code of Conduct
- Child Safety and Wellbeing Policy
- Complaints and Appeals Policy

