



AUSTRALIAN INSTITUTE of INTERNATIONAL UNDERSTANDING (AIIU) SOCIAL MEDIA POLICY: Staff and Volunteers

POLICY

AIIU is an organisation that is registered by the education departments and regulatory authorities in the states in which we operate. We also have legal agreements and hence obligations with our international partner organisations that send and receive our students. As such, we have a public face and reputation to uphold and are open to widespread scrutiny.

AIIU actively maintains child safe environments for all program participants and adheres to commonwealth and state regulations governing the safety of children. Our organisational culture nurtures a commitment to child safety through a comprehensive code of conduct, screening, supervision, training and effective leadership, activities for educating and empowering children, and processes for identifying, responding to and reporting suspected child abuse. Of paramount importance is the safety and privacy of our exchange students and host families.

This social media policy is designed to protect our stakeholders; students, host families, parent/guardian, Local coordinator, schools and AIIU staff.

AIIU's Social Media Policy does not apply to personal use of social media platforms where you make no reference to, or are not connected to, AIIU, its programs, staff, Local coordinators, host families, students and partner organisations' staff.

AIIU communicates on social media platforms, including Facebook and Instagram, that are administered in house by appointed staff.

However, if you are **not** officially accredited to represent AIIU in social media or if you are discussing AIIU or AIIU students, liaising or chatting with AIIU students, coordinators, host families, discussing AIIU business related issues, etc., you must follow this policy. If you are using social media for personal use, you should not be including AIIU information on your site.

While not downplaying the benefits of immediate communication and the ability to *chat* with students, all staff and Local coordinators need to be mindful that:

- When using social media, there is no clear boundary between your working/volunteering and social life.
- The web content is a permanent record.
- It should not interfere with your work/volunteering commitments.
- You should not publish information that is confidential or proprietary to AIIU and our stakeholders.
- You should not publish anything that could bring AIIU into disrepute.
- You must be wary of linking your site (and hence AIIU) to anything contentious – be it social, political, sexual, etc.



- You must respect, and not breach, the privacy and copyright laws of participants and AllU.
- When you refer to AllU, its people, students, products, services and /or any other business-related individuals or organisations, this becomes subject to the rules and policies of AllU.
- Participants, particularly students, must suffer the consequences emanating from the publication of irresponsible, illegal or immoral content. AllU must act on rule breaking that is in the public domain.
- Social media must not be used for any issue that requires counselling, mediation, intervention or reflects badly on AllU, its participants, programs, Local coordinators and staff.
- You must communicate with AllU staff via other means – email, mail, phone conversations, on any issues relating to AllU students or your role as a AllU staff member or Local coordinator.

We don't want to hinder the wonderful work that our staff and Local coordinators do, the activities with students, etc. However, the official AllU social media sites are the locations for publishing the photos, articles, comments, etc. relating to your role with AllU and your interaction with AllU students. Any other communication with AllU staff, Local coordinators and students must be via email, mail or phone calls.

REVIEW OF POLICY

This policy will be reviewed:

- Annually
- After any incident related to breach of the policy
- As part of continuous improvement

Policy last reviewed	February 2026
Approved by	General Manager
Consultation/Noting	AllU Management Team
Next scheduled review date	February 2027