



NICA

Social Media Policy

National Institute of Circus Arts (NICA)

1. Purpose

This policy provides guidelines for appropriate use of social media by staff, students, and affiliates of the National Institute of Circus Arts (NICA). As a government-funded arts organisation, NICA is committed to upholding professional, ethical, and respectful communication on all social media platforms. This policy ensures that online interactions align with NICA's values, protect its reputation, and foster a safe and inclusive environment.

2. Scope

This policy applies to all staff, students, contractors, and representatives of NICA when engaging with social media in any capacity related to NICA, whether on official channels or personal accounts where NICA is referenced or interacted. It should be read in the context of;

NICA's Values

NICA Child Safe Policy

NICA Workplace Behaviour Policy

NICA Conflict of Interest Policy

NICA Code of Conduct (Staff and Student)

NICA Data Security Framework

3. Guiding Principles

- **Child Safety:** All interactions on social media should reflect the NICA values and Child Safe Standards.

- **Professionalism & Respect:** All interactions on social media should reflect professionalism, inclusivity, and respect for NICA’s community, stakeholders, and the broader public.
- **Ethical Responsibility:** Users must adhere to ethical standards, ensuring that content shared aligns with NICA’s values, avoids misinformation, and respects copyright and privacy laws.
- **Confidentiality:** Internal or sensitive information about NICA, its students, staff, or partners must not be disclosed without prior authorisation.
- **Cultural Sensitivity & Diversity:** Content must respect cultural diversity and avoid language, images, or themes that could be considered offensive, discriminatory, or harmful.
- **Compliance with Policies & Laws:** Users must adhere to all relevant NICA policies and Australian College of The Arts (Collarts) regulations, and Australian laws regarding defamation, harassment, and intellectual property.

4. Appropriate Use of Social Media

- Official NICA accounts are managed by designated staff and should only share approved content.
- Personal accounts should clearly state that views expressed are personal, where necessary, to avoid misrepresentation.
- Social media should not be used to air grievances. Internal concerns should be raised through appropriate channels in accordance with NICA’s Staff Grievance Policy.
- Any engagement with the public representing NICA must be done responsibly, upholding NICA’s reputation.
- Staff and students should consider the long-term impact of their online presence on their professional and educational careers.
- Staff should consider their obligations around Conflict of Interest if their personal social media presence involves additional work or a private business that may interfere with their work obligations at NICA.

4.1 Personal use

In all instances of using social media, whether it be on NICA’s official channels or personal channels, staff and students are expected to abide by our staff and student Code of Conduct, and uphold NICA’s values.

4.2 Prohibited Conduct

- Posting defamatory, offensive, or discriminatory content.
- Sharing confidential or proprietary NICA information.
- Misrepresenting NICA or engaging in conduct that damages its reputation.
- Harassing, bullying, or intimidating others through online platforms.
- Using NICA’s branding without permission.

5. Roles and responsibilities

Executive	Endorse and champion social media, child safe and cyber security initiatives including staff and student training.
Teachers	Model safe practices. Follow policies and NICA values and Code of Conduct. Report suspicious or inappropriate activity.
Students	Follow policies and NICA values and Code of Conduct. Report suspicious or inappropriate activity.
Admin Staff	Model safe practices. Follow policies and NICA values and Code of Conduct. Report suspicious or inappropriate activity.

6. Consequences of Breach

Non-compliance with this policy may result in disciplinary action, including warnings, removal of posts, suspension, or termination of enrolment/employment, depending on the severity of the breach.

7. Related Documentation

- NICA Child Safe Policy
- NICA Workplace Behaviour Policy
- NICA Privacy Policy
- NICA Data Security Framework
- NICA Conflict of Interest Policy
- NICA Code of Conduct (Staff and Student)
- Collarts Social Media and Academic Policies (Students)

8. Review

This policy will be reviewed regularly to ensure it remains relevant and effective. Updates may be made to align with changes in social media practices, legal obligations, or organisational needs.

For any queries regarding this policy, contact NICA People and Culture - People&culture@nica.com.au

This policy is reviewed annually and updated to reflect legislative changes and best practices.

Version 1	Approved By	Date	Review date
28/10/25	NICA, CEO		