



Electronic Media Policy

Scope

This policy applies to the use of all Electronic Media, whether for professional, academic, or personal activities that may impact Kaplan. It includes communication, publication, or sharing of any content, text, video, audio, or images, related to Kaplan or its operations. The policy also applies to any activity conducted on Kaplan systems, platforms, or networks.

This policy applies to all Kaplan staff, contractors, students, and individuals acting on behalf of or in connection with Kaplan. All members of the Kaplan community are expected to use Electronic Media lawfully, respectfully, and in a manner that upholds Kaplan's values, professionalism, and reputation.

Definitions

Cybersecurity	Processes and technologies implemented by Kaplan to protect data, networks, and users from unauthorised access, misuse, or disruption.
Electronic Media	Refers to all forms of digital communication and information-sharing tools including, but not limited to, email, messaging platforms, discussion forums, Social Media, video conferencing, learning management systems, collaboration software (e.g., Microsoft Teams), and cloud storage systems used by Kaplan or its community members.
Social Media	Digital platforms that enable the creation, sharing, or exchange of user-generated content, such as Facebook, LinkedIn, Instagram, X (formerly Twitter), TikTok, YouTube, and similar online communities.

Purpose

Kaplan encourages the responsible and ethical use of electronic and digital media to support learning, engagement, collaboration, and communication. This policy outlines the acceptable and unacceptable use of Social Media, email, messaging applications, online forums, learning management systems, cloud storage, and any other digital communication tools used within Kaplan, collectively referred to as Electronic Media.

Guiding Principles

The use of Electronic Media must reflect Kaplan's commitment to integrity, respect, and compliance. All users are expected to demonstrate appropriate judgment and accountability when engaging online. The policy requires users to act in accordance with the Code of Conduct, Academic Integrity and Conduct Policy, and Prevention of Harassment and Bullying Policy.

Electronic Media should be used to foster open, inclusive, and respectful communication. Users must avoid actions that could damage Kaplan's reputation, compromise confidentiality, or breach legal or ethical obligations. All use of Electronic Media must comply with applicable legislation, including the Privacy Act 1988 (Cth), the Copyright Act 1968 (Cth), and relevant anti-discrimination and workplace laws.

Legal and Ethical Obligations

Users are personally responsible for the content they create, post, or share online. They must not publish or distribute material that is defamatory, discriminatory, offensive, obscene, or unlawful. This includes breaches of copyright, privacy, or confidentiality.

Misrepresentation of Kaplan, impersonation of others, or engagement in harassment or intimidation through digital platforms is strictly prohibited.

Kaplan reserves the right to monitor the use of its systems to enable compliance with this policy and to protect the safety and wellbeing of its community. Any monitoring undertaken will align with Australian privacy and workplace surveillance laws. Kaplan may act where content or behaviour violates policy or legislation, including removing content or restricting access.

Appropriate Online Conduct

When communicating via email, forums, chat, or other messaging platforms, users should apply the same level of professionalism and courtesy expected in formal written communication. Emails and messages must be concise, respectful, and relevant. Users must not send or forward inappropriate content or distribute Kaplan materials without authorisation. All electronic communication must comply with State and Federal legislation governing defamation, privacy, and copyright.

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.

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.

Supporting Procedures

When using Electronic Media:

- 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; and
- Keep your personal information secure.



Security and Login Information

Each user is provided with secure login credentials for access to Kaplan systems. These credentials are personal and must not be shared with others. Users must log out of shared or public devices after use and take reasonable steps to protect their personal information. Kaplan implements Cybersecurity monitoring and content filtering to prevent misuse and detect threats. Users are expected to cooperate with these measures and report any suspicious activity immediately.

Breaches and Consequences

Failure to comply with this policy may result in disciplinary action. Depending on the severity of the breach, actions may include formal warnings, suspension, termination of employment, or expulsion of students. Serious violations that involve unlawful conduct may be referred to the General Counsel or relevant authorities. Kaplan will determine the appropriate response in accordance with its governance framework and applicable legislation.

Complaints and Appeals

Any grievances or appeals arising under this policy will be managed in accordance with the *Grievances, Complaints and Appeals Policy*, available on the Kaplan website.

Relevant Legislation

As a registered higher education provider, Kaplan operates under strict laws and regulations. Policies and procedures are in place to ensure compliance with the legislative instruments referenced below:

- 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

This policy should be read in conjunction with the following Kaplan policies:

- Academic Integrity and Misconduct Policy
- AI Rules of the Road
- Copyright Policy
- Diversity, Inclusion and Equity Policy
- Grievances, Complaints and Appeals 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 Officers to ensure compliance with this policy.

Policy Category	Legal			
Responsible Officer	General Counsel			
Implementation Officer	Kaplan Executive			
Review Date	November 2028			
Endorsed by:		Approved by:		
KBS Academic Board & 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	- Updated references to other policies. - Added online learning and communication platforms. - Updated template.	01.05.2021	05.05.2021
1.2	Quality, Regulations and Standards Team	Refresh of policy	02.12.2025	08.12.2025