

Purpose

All internal and external communications and marketing and use of information technology will reinforce HVTC's leadership and reputation. All Communications and Information Technology (CIT) will act as mediums to inform, influence and positively project the organisation, its goals and values.

Scope

This policy applies to all HVTC employees, apprentices, trainees, learners and other third party stakeholders with authorisation when their work or study falls within the policy's scope. This policy applies to all internal and external CIT.

Responsibilities

The Chief Executive Officer is responsible for the implementation of this policy. All employees, learners, contractors and visitors are responsible for co-operating with this policy and associated procedures.

Document Owner

Commercial Manager

Policy

Marketing and Advertising

HVTC's brand, profile and image as a market leader in the group training and registered training fields, will be maintained and enhanced through media and marketing engagement on a local, regional, state and national level. HVTC will achieve this through television, radio, press, website, social media, corporate marketing, promotional materials, publications and sponsorships. All content to be included in this material will be WHS compliant.

The whole of company's marketing and advertising plans and/or materials shall be accurate, ethical and consistent and will define how key stakeholder relationships are managed and demonstrate that permissions, conditions and copyright requirements have been met.

All media matters will be attended to in the first instance by the CEO who will be the public face of HVTC. The Chairman, Executive Director and Marketing & Communications Manager are authorised to represent HVTC publically, or others as appropriately delegated authorities to ensure HVTC is properly and accurately represented in both traditional and social media.

Internet and Email

HVTC employees and learners are provided with internet and email access for business and learning purposes. The transmission of personal third party data is not permitted. Copyright and intellectual property rights are observed.

Company internet and email privileges such as computer systems and networks are company resources and are to be used for company business purposes. The distribution of any information through the internet, computer-based services, email and messaging systems is subject to the scrutiny of HVTC. The internet is not to be used for illegal, immoral, or unacceptable use.

Social Media

HVTC employees and learners will uphold high ethical standards through best practice behavior and use social media with respect, integrity, transparency and honesty. Active social media interaction by employees is regarded as a medium of advocacy and self-expression, however, procedures are in place to minimise the risk of social media engagement that may harm HVTC, its employees' or clients' reputation.

Devices

HVTC employees and learners who are provided with IT devices for business purposes are responsible for appropriate use and care of such devices. Where devices include location technology this functionality will be activated. HVTC may use Communications and Information Technology in respect to any devices provided by the company to monitor the activities of employees and learners during business hours and to monitor and locate company assets.

Definitions

CIT is Communications and Information Technology covering, but not limited to web, intranet, email, internet, extranet and/or social media.

CIT devices include but are not limited to desktop, phones and mobile devices.

RTO is Registered Training Organisation

GTO is Group Training Organisation

Related Documents

Communications and Information Technology Procedure
Advertising Procedure



Sharon Smith
CEO

Approved by Board of Directors: 4th May 2017

Due consideration has been given to legislation that may have been pertinent in the development of this policy. The relevant components have been incorporated and are again considered when conducting the policy review process.