State Government Victoria

Bully Stoppers. Make a stand. Lend a hand.

Step-by-Step Guide: Removing Inappropriate Content from Websites or Social Media Sites

Step 1

Identify Inappropriate Content

Inappropriate content includes but is not limited to:

- Words or images that personally attack, humiliate or defame an individual.
- Content that threatens, discriminates, harasses, menaces or causes offence including stalking.
- A fake profile of an individual or school.
- Depictions of nudity, pornography or child abuse.
- Depictions of excessive violence.
- Content that is illegal, gives instructions for illegal activity or advocates terrorist activities.

Step 2

Remove Content

If you know the person responsible for the content, then ask that person to remove the content. If the person is unknown, cannot be contacted or refuses to remove the content then check the Terms and Conditions

Terms and conditions

Most websites where users can post their own content have procedures for removing inappropriate content. Often these websites rely on users 'reporting' inappropriate content to their site administrator.

If you are unsure how to report content, check the website's terms and conditions. If you need assistance, your school technician may also be able to help.

Facebook

- If someone has posted an inappropriate post, report this to Facebook using the "Report Story or Spam" link beside the post.
- If they have created an offensive page, report it by going to the page and using the "Report Page" link at the bottom of the left hand column. If they have created an offensive group, report it by going to the group and using the "Report Group" link at the bottom of the page.
- If they have created a fake profile which imitates a real person, go to the profile and click "Report/Block This Person" at bottom of the left column then click "This profile is pretending to be someone or is fake"

MySpace

- If someone has created a fake profile of you, a colleague or student, copy the URL of the profile and forward it to MySpace Customer Service.
- Report other inappropriate content to MySpace by clicking on "Contact MySpace", selecting the "Report Abuse" topic and then the "Cyber bullying" sub-topic.

Twitter

- If someone has posted something inappropriate on Twitter that violates the Twitter Rules and Terms of Service report it by visiting their support centre (**https://support.twitter.com**) and filing a support ticket.

YouTube

- If someone has posted an inappropriate video, and you have an account, report it to YouTube by selecting the "Flag" button under it and selecting the reason for reporting it. If you don't have an account you may have to sign up for one first or seek help from someone else who has an account.

Other websites

- If a person is posting inappropriate content which violates a website's Terms of Use, click on the "Contact", "Help" or Safety" options available on most websites (often in the footer). This section should outline a procedure for dealing with such content or allow you to contact the website's administration team.

Step 3

Contact Central Office

If the website administrators will not remove the content as per your request and you believe it should be removed, please contact the appropriate central office support:

ITD Risk Management & Compliance

Provides support for incidents that relate to the defacement of a DEECD website.

Phone: **(03) 9637 3036**

Children, Families and Education Law Unit

Provides advice to regions and school principals on legal issues arising from content uploaded to social media sites.

Phone: **(03) 9637 3146**

Security Services Unit

All reportable incidents should be reported to Security Services Unit. If a school is unsure whether an incident is criminal or not they can also contact the Security Services Unit. This will alert regional staff.

Phone: **(03) 9589 6266**

Step 4

Contact the Authorities

If you believe that the content may be ILLEGAL or prohibited, report it to the following authorities.
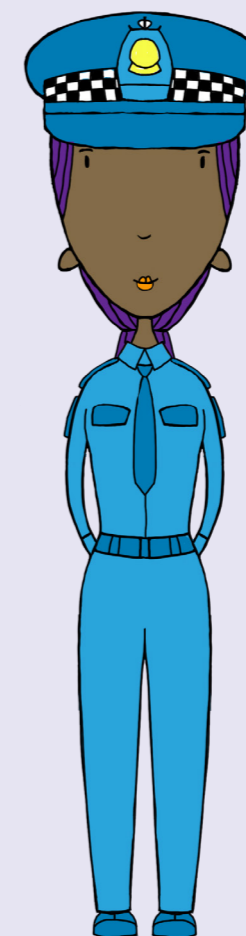
Australian Communications and Media Authority

If you have found something OFFENSIVE online and/or potentially prohibited content online and the website will not remove it, report it via the ACMA hotline at:

www.acma.gov.au

Victoria Police

If you believe that the posting of the content constitutes CRIMINAL activity, report it to your local police station.

Further Information

Remember to Record

At all times remember to:

- Record the incident.
- Record the process taken to resolve the incident (e.g. steps taken to remove content, mediation attempts).

Bully Stoppers Website

For more information visit DEECD's Bully Stoppers website:

www.education.vic.gov.au/bullystoppers

Legalities

- Under the Broadcasting Services Act 1992, prohibited content includes but is not limited to: child abuse images, unrestricted access to pornography, excessive violence, illegal activities, and terrorist-related material.
- Sites may take a differing view on whether the content is appropriate or not. Many support freedom of expression and so content must specifically breach their terms of use or the law.