# Social Media Policy

# Section 1 - Introduction

(1) The University actively embraces social media, and recognises the benefits and importance of being able to engage with staff members, students, researchers, parents, alumni, donors, media, business partners and the wider University community through social media platforms. Social media allows the University to interact and connect with online audiences through the dissemination of information, news, research findings, marketing and promotional messages while listening to voices and perceptions about the University and participating in open dialogue with an exchange of ideas.

(2) At the same time, the University recognises the challenges faced by the dynamic nature of social media technologies that are highly accessible and have the potential to affect the public, private, personal, and professional opinion, which may significantly impact the University's organisational and professional reputations.

# Section 2 - Statement of Authority

(3) The authority behind this policy is the Charles Darwin University Act 2003 part 3, section 15.

# Section 3 - Compliance

(4) This is a compliance requirement under the Code of Conduct.

# Section 4 - Intent

(5) This document governs the use of and access to social media for professional and personal purposes by members of the University community and is in addition to, and complements any existing or future University policies regarding the use of technology, computers, email and the internet.

# Section 5 - Relevant Definitions

(6) In the context of this document:

a. Authorised visitor means bona fide visitors that the University may, from time to time, provide with access to facilities to enhance their ability to complete tasks for the University or to liaise with the University. Such visitors may include, but are not limited to emeritus, adjunct or honorary academic staff; alumni; external auditors or consultants; potential clients or business partners; contractors or vendors; conference delegates; and students and staff of other universities with reciprocal arrangements;
b. Ethical behaviour means to treat anyone online with fairness, honesty and respect, as a person offline would be treated; verify information before passing it along; be honest about the intent when reporting, avoid actions that might discredit the University or a member of the University community's reputation;
c. Expert comment means comment within the staff member's area of expertise, including participation in public

debates, written, electronic or verbal opinions in any way concerning issues related to their area of expertise, and initiating or responding to media enquiries or issues that may arise concerning their area of expertise;

d. Expert commentator means a staff member who, as a result of their area of expertise, is authorised by the University to speak to the media or make public comments on issues in their field;
e. Governance documents means a formally approved document that outlines non-discretionary governing principles and intentions, in order to guide University practice. Governing documents are a formal statement of intent that mandate principles or standards that apply to the University's governance or operations or to the practice and conduct of its staff and students. They include the Charles Darwin University Act, by-laws, policies, procedures, guidelines, rules, codes and the Enterprise Agreement;
f. Information and Communication Technologies (ICT) refers collectively to computers, printers, facsimiles, telephones (both mobile and landlines), scanners, photocopiers, e-mail, internet, intranet, web services, blogs, twitter, wiki, social networking sites such as Facebook pages, portable electronic devices and any other similar resources;
g. Offensive or objectionable material means any material, which infringes socially accepted standards of good taste or good manners, such as insulting or aggressive language directed at another person or persons. This includes, but is not limited to, pornographic material, threats, racist remarks, and disturbing images;
h. Poster means any staff member or student at the University and authorised visitors of the University that is representing the University and uploads information or messages to social media sites via the internet, such as blogs, message boards, or Facebook;
i. Social Learning means the use of social media tools specifically for the purpose of learning and teaching within courses and units;
j. Social media means any facility for online publication and commentary using highly accessible, expandable and upgradable publishing technologies, through and on the internet. It is an interactive tool that facilitates comments and/or conversations that expand the reach of work and enables others to share with friends and networks, and includes, but is not limited to, blogs, wikis, pod casting, forums, video and photo posting, RSS, social bookmarking, tagging, mash ups, virtual worlds and any social networks or networking sites including, but not limited to, Facebook, LinkedIn, Twitter, Pinterest, Instagram, Google+ and Flickr;
k. Staff member means anyone employed by the University and includes all continuing, fixed-term or casual, adjunct, honorary or contracted staff or those holding University offices or who is a member of a University committee;
l. Student the meaning as contained in the Charles Darwin University (Student of the University) By-laws;
m. University spokesperson means a member of the University community, authorised by the University to speak to the media or make public comments on behalf of the University;
n. User means any staff member or student at the University and authorised visitors of the University that are representing the University on social media; and
o. University community means all staff members, students, alumni, consultants, contractors and external appointees of council, boards and committees of the University. It also includes volunteers, authorised visitors and members of the public to the University.

# Section 6 - POLICY

(7) Publication and commentary on social media carries obligations. The University community must conduct themselves at all times as representatives of the University and in accordance with Media Policy, Information and Communication Technologies Acceptable Use Policy, Code of Conduct - Staff and any other relevant Governing Documents.

(8) The University supports participation in social media technologies, recognising they are:

a. used for both work and private use by many staff members;
b. an effective way to communicate with the University community;
c. a vehicle for easy, unobtrusive creation and strengthening of ties among staff members, students and community supporters; and
d. widely used to build and maintain external professional networks.

## Official University Accounts

(9) All official University sites or pages on social media sites must:

a. be developed and/or authorised by the relevant Senior Manager and the Director Marketing; and
b. clearly indicate that the University maintains them and have the University contact information prominently displayed. Content owners are responsible for setting the privacy setting, monitoring and maintaining content and comments, and are required to respond immediately to any take-down requirement issued by the relevant Senior Manager; and
c. have the Office of Marketing as one (1) of the authorised administrators to the site.

(10) Prior consent and permission to post photographs, images, words, artwork, or video or audio recordings on social media must be obtained to protect the University from liability. A signed Photographic/Permissions Talent Release form authorises the University to use, reproduce and publish in full or part without restriction and releases the University from any claims or liability.

(11) Any sites or pages existing without current authorisation will be subject to review when discovered and may be amended or removed. The University reserves the right to restrict or remove any content that is deemed in breach of this policy.

## University Spokesperson Expectations

(12) The authorised use of media forums, including social media, in any capacity on behalf of the University to announce achievements and public comments within an area of expertise, is more comprehensively outlined in the Media Policy.

(13) When acting as an official University spokesperson, the expectations are:

a. that the University spokesperson will use an approved official University account;
b. that all applicable University Governing Documents will be adhered to and the rules and agreements of the social media channel in use will be followed; and
c. that the University spokesperson behaves ethically at all times. When in doubt, do not post. Remember the Internet is permanent.

(14) Staff members approved to establish a social media presence as a University spokesperson, who have or have previously had, a private (or a previous workplace) social media presence, may need to create a fresh University persona to ensure that any previous online history does not conflict with their current status as a representative of the University.

## Expert Comment

(15) The authorised use of media forums, including social media, in any capacity as an expert commentator is more comprehensively outlined in the Media Policy.

## Use of Social Media in Learning, Teaching and Research

(16) The University's academic and research staff are encouraged to use new technology in innovative ways to enhance student learning and engagement.

(17) The use of social media for learning, teaching and research purposes has the potential to connect formal and informal learning environments, create opportunities to share and engage in learning experiences and facilitate meaningful interaction and collaborations with lecturers and peers.

(18) Staff members and students using social media for learning, teaching and research are not permitted to make comments in support of, or opposition to political campaigns or ballot measures.

(19) Staff members and students using social media in their learning, teaching and research must comply at all times with this policy.

## Personal Use of Social Media Expectations

(20) Staff members, students and authorised visitors, whether authorised as a University spokesperson or not, who personally use social media to comment on matters related to the University, on the University's official social media channels, as well as on external and personal social media channels are expected to:

a. take responsibility for what they write and disseminate, ensuring they comply with the University Code of Conduct in all communications and take reasonable steps to ensure that content is accurate and not misleading;
b. take note of any copyright/Creative Commons notices attached to content they wish to disseminate and cite or attribute content sources when they are known;
c. not breach intellectual property laws;
d. identify the extent of their expertise when participating in social media discussion where their academic standing is relevant to the discussion;
e. respect to the sensitivities of different people/groups and act according to the values set out in the University's Code of Conduct. The University explicitly prohibits social media being used to harass, vilify, bully or discriminate against another person or persons;
f. know the University's policies regarding personal online activity at work or on University devices;
g. when making a statement on a matter of public interest, expressly state that the views expressed are personal and not those of the University, unless officially authorised as a relevant University spokesperson or expert commentator; and
h. to provide only publicly available information and not to comment on or disclose any confidential University information for which they do not have authority to release.

(21) Members of the University community making personal comments in external social media platforms must NOT use the University's name in an identity, for example, username, handle or screen name.

## Unacceptable Use

(22) Due to the blurring of professional and personal boundaries and the immediacy of the media, where there is a clear or intended connection with the University such as identifying the University as a current employer, or identifying as a current student of the University, users of social media are not permitted to:

a. use profane or offensive language, content or objectionable material that:
    i. promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or

sexual orientation;

ii. is sexually explicit or pornographic or links to sexually explicit or pornographic content;

iii. is used to intimidate, bully or harass (including, but not limited to, cyber bullying and stalking) a staff member, contractor, student or other person;

iv. might be construed as creating a risk to the health and safety of staff members or students including material that amounts to unacceptable behaviour such as psychological or emotional violence, coercion, harassment and/or discrimination, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure; and/or

v. brings the University into disrepute;

b. post information that compromises the safety or security of the public or public systems;

c. release confidential or personal information obtained in a person's capacity as a staff member/authorised visitor of the University that would reasonably be expected, to be kept private. Posters must protect all University information that is considered to be non-public in nature unless authorised by the relevant Senior Manager and the Director Marketing;

d. post content or material that is or is likely to be defamatory, inaccurate, false, misleading or may affect the reputation of the University. All dealings with social media must be honest and all reasonable efforts must be made to provide accessible references to claims of a factual nature;

e. use the University's name or logo without prior approval from the Office of Marketing;

f. use the University's name or logo to engage in solicitations of commerce, including intent to create personal monetary or financial gain from social media channels;

g. engage in conduct or encouragement of illegal activity; and/or

h. post content or material that violates a legal ownership interest of any other party, including breach of copyright or other intellectual property rights, which includes the intellectual property rights of the University.

## Non-Compliance

(23) The University reserves the right to remove or restrict content that it deems in breach of this policy. Members of the University community are expected to remove, and cooperate with all attempts to remove, any comment, post or other online content where the University forms the view that it is in breach of this policy or any other Governance Document.

(24) Non-compliance with this policy may be deemed misconduct or serious misconduct and may result in disciplinary action and/or reference to law enforcement agencies in accordance with the relevant legislation and University Governance Documents.

## Status and Details

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| **Responsible Executive** | Shannon Holborn<br>Vice-President Global and External Relations |
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