

Monash University Policy

Policy Title	Social Media Policy
Date Effective	17-October-2016
Review Date	17-October-2019
Policy Owner	Chief Marketing Officer, Strategic Marketing and Communications
Category	Operational
Version Number	1.3
Content Enquiries	socialmedia@monash.edu
Scope	All Australian campuses Monash University Malaysia All media communications (from Australia, Monash University Malaysia and Monash South Africa) (In this policy and its procedures, references to Monash University or the University include Monash University Malaysia or Monash South Africa [MSA].)
Purpose	To provide the Monash community with a guide to the appropriate use of social media.

POLICY STATEMENT

Monash University embraces the use of social media by staff, students and associates to connect with each other and a broader community of researchers, business partners, alumni, supporters and colleagues as an important tool of academic, community, and business engagement.

With the rapid growth and application of social media, Monash University recognises the need to have a policy and procedures, which ensure that those who use social media either as part of their job, study, association with the University or in a personal capacity have guidance as to the University's expectations where social media are used.

This policy applies to all social media.

Supporting Procedures	Social Media: Student Use Procedures Social Media: Staff and Associates Use Procedures
Responsibility for implementation	Chief Marketing Officer Group Manager, Media, Social and Reputation. Director, Marketing & Future Students, Monash University Malaysia Executive Director, Advancement and Corporate Affairs (MSA) All members of the University community
Status	Revised
Approval Body	Name: Vice-Chancellor Meeting: n/a

	<p>Date: 17-October-2016</p> <p>Agenda item: n/a</p>
Endorsement Body	<p>Name: Chief Marketing Officer, Strategic Marketing and Communications</p> <p>Meeting: n/a</p> <p>Date: 11-June-2013</p> <p>Agenda item: n/a</p>
Definitions	
Legislation Mandating Compliance	<p>In Australia:</p> <p>Privacy and Data Protection Act 2014 No.60 (VIC)</p> <p>Copyright Act 1968, Part III, Div. 2, esp. ss 36-39B, Div. 3, esp. ss 40-42ff, Divs. 4, 4A and 4B, Div. 7, Part IV, esp. Divs. 1-5</p> <p>Equal Opportunity Act 2010 (Vic) (No 16), Part 1, s 4; Part 2, ss 6-13; Part 3, s 15; Part 4, Divs. 1-3, 5-7; Part 12</p> <p>Racial Discrimination Act 1975 No 52 (Cth), esp. Parts II, IIA and IV</p> <p>Racial and Religious Tolerance Act 2001 No 47 (Vic) (as at 1 August 2011), esp. Part 2, Divs. 1-2</p> <p>Age Discrimination Act 2004 No 68 (Cth), esp. Part 1, ss 4-8; and Parts 3-5</p> <p>Sex Discrimination Act 1984/4 (Cth), esp. Part I, ss 5-7B; Part II, Divs. 1-4; Part V; Part VI, ss 106ff</p> <p>Disability Discrimination Act 1992 No 135 (Cth), esp. Part 1, ss 5ff; Part 2, Divs. 1-5</p> <p>Occupational Health and Safety Act 2004 (Vic), Part 3, Div. 1, s 20, Divs. 2-4 In South Africa:</p> <p>Employment Equity Act No. 55 of 1998</p> <p>Labour Relations Act 1995</p> <p>The Promotion of Equality and Prevention of Unfair Discrimination Act of 2000, amended 2008</p>
Related Policies	<p>Media Policy</p> <p>Copyright Compliance Policy</p> <p>Information Technology Policies and Procedures:</p> <p>Information Technology Use Policy – Staff and Other Authorised Users</p> <p>Acceptable Use of Information Technology Facilities by Students Policy</p> <p>Electronic Information Security Policy</p> <p>Web Accessibility Policy</p> <p>Conduct and Compliance Policy</p> <p>Equal Opportunity Policy</p> <p>Gender Representation on Decision-Making Bodies Procedures (Australia Only)</p>
Related Documents	<p>The Media Office website: www.monash.edu.au/news</p> <p>Guidelines for staff about preparation of Web-based materials Monash Web Style Guide - Branding and Visual Identity Monash Editorial Style Guide</p> <p>Privacy at Monash</p>

	Disability Liaison Unit Privacy Statement
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	Monash University's Ethics Statement
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	Guide on Social Media Use in Teaching and Learning
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