

# SOCIAL MEDIA POLICY

## SCOPE

This policy applies to all Monash University staff and associates (collectively referred to as 'staff' for the purposes of this policy) and students in all locations, with the exception of the former Monash South Africa campus.

## POLICY STATEMENT

This policy sets out Monash University's (the University) approach to using social media, including the University's expectations of its staff and students.

### 1. What is Social Media?

- 1.1 Social media is defined as the collection of digital communication channels dedicated to community-based input, interaction, content-sharing and collaboration, including, but not limited to:
- o Facebook, Twitter and Instagram;
  - o LinkedIn, YouTube, Snapchat and Line;
  - o Weibo and WeChat; and,
  - o forums, such as Reddit and blogs.

### 2. General Principles

- 2.1 The University acknowledges the important role of social media in, among other things:
- o fostering social connection;
  - o driving discourse and debate;
  - o generating and sharing content; and,
  - o finding and viewing information.
- 2.2 University social media channels are used to build engagement with the University and to promote and manage the University's online reputation.
- 2.3 The University is committed to acting in a manner consistent with the protection and promotion of freedom of speech and academic freedom. It affirms the freedom that staff and students have to engage in public debate, as set out in the [Media and Public Comment Policy](#), and acknowledges the important role staff play in providing comment about matters within their area(s) of academic disciplinary expertise or professional expertise.
- 2.4 The University does not intend to unduly restrict staff or student use of social media in their professional or personal lives. However, staff and students are expected to use social media with care when doing so in:
- o the course of their work or studies (University use); or,
  - o their personal capacity where they can be identified as a staff member or student of the University.
- 2.5 Staff and students are personally responsible for all content published or shared on social media.

### 3. University Use of Social Media

- 3.1 The University acknowledges that social media tools can enhance staff and student engagement and encourages staff and students to use these tools to connect with networks within, and external, to the University

## Staff Using Social Media

- 3.2 When using social media for work, staff must ensure their use:
- 3.2.1 is acceptable, as set out in clauses 3.4 and 3.5;
  - 3.2.2 upholds the University's principles relating to respect, integrity and inclusion, as set out in the [Ethics Statement Policy](#); and,
  - 3.2.3 does not interfere with their duties.

## Students Using Social Media

- 3.3 When using social media for their studies, students must ensure that their use:
- 3.3.1 is acceptable, as set out in clause 3.4 and 3.5; and,
  - 3.3.2 complies with the [Student General Conduct Policy](#) and the [Student Charter](#).

## Acceptable Use

- 3.4 Acceptable use of social media is use that:
- o complies with the laws of the country in which use occurs (for example, laws on defamation, suppression orders, privacy, intellectual property and copyright, which includes unauthorised use of the University's logo), noting that these vary between countries;
  - o adheres to the legal obligations outlined in the University's [Brand Book](#) in relation to still and moving images;
  - o maintains confidentiality in respect of University information, including personal and commercially sensitive information;
  - o wherever possible, ensures content is accurate and not misleading;
  - o is mindful of the impact on the University's reputation and interests;
  - o maintains professional boundaries between staff and students; and,
  - o adheres to the terms of use of the relevant social media provider.

## Unacceptable Use

- 3.5 Unacceptable use of social media is use that:
- o is unlawful, discriminates, harasses, bullies, vilifies, victimises, acts or threatens to act violently;
  - o creates a risk to the health and safety of any person;
  - o uses the University's name, crest, logo or brand in the account name or profile without approval from Strategic Marketing and Communications;
  - o provides comment that appears to speak on behalf of the University without authority (see the [Media and Public Comment Policy](#));
  - o includes content, or links to content, that is sexually explicit or pornographic; and,
  - o includes solicitations of commerce.

## 4. Personal Use of Social Media Where a Connection with the University is Identifiable

- 4.1 The rules that apply to University use of social media do not generally apply for personal use (excluding any requirements imposed by law).
- 4.2 Where staff and students use social media in their personal capacity and can be identified as a staff member or student of the University, they should be aware that certain behaviour may constitute workplace or student misconduct, including (but not limited to):
- o bullying, or inciting others to bully, another staff member on social media;
  - o publishing confidential University information without permission or consent; or,
  - o sending explicit or intrusive content to staff or students.
- 4.3 When using social media in a personal capacity, staff and students should:
- o use good judgement and common sense in considering what to post or share;
  - o consider how their online behaviour reflects on the University; and,
  - o note the rules in the [Media and Public Comment Policy](#) about comments that seek to represent the University.

## 5. Using Social Media on University Networks and Devices

- 5.1 Staff and students accessing social media for University or personal use through the University's ICT network, or on University-supplied devices, must comply with the [IT Acceptable Use Policy](#).

## 6. Breach

- 6.1 The University treats breaches of policies and procedures seriously and encourages reporting of concerns about non-compliance. Compliance with policies and procedures is generally a requirement under the University's Enterprise Agreement, staff contracts of employment, and agreements made by students during enrolment. A breach of this policy may lead to disciplinary action.

## DEFINITIONS

Associates	'Associates', for the purposes of this policy, means: <ul style="list-style-type: none"><li>● consultants;</li><li>● affiliates; and,</li><li>● adjunct appointees.</li></ul>
Social media	Social media is defined as the group of digital communications channels dedicated to community-based input, interaction, content-sharing and collaboration.
University social media channel	University social media channels are defined as the University's official, active accounts on any social media platform, including Facebook, Twitter, LinkedIn, Instagram, WeChat, Weibo, and YouTube. Social media is dynamic and fast changing and these platforms may change over time.

## GOVERNANCE

Supporting procedures	<a href="#">Social Media Procedure</a>
Associated policies	<ul style="list-style-type: none"><li>● <a href="#">Ethics Statement Policy</a></li><li>● <a href="#">IT Acceptable Use Policy</a></li><li>● <a href="#">Media and Public Comment Policy</a></li><li>● <a href="#">Occupational Health and Safety Policy</a></li><li>● <a href="#">Student Academic Integrity Policy</a></li><li>● <a href="#">Student General Conduct Policy</a></li></ul>
Policy owner	Chief Marketing Officer
Legislation mandating compliance	N/A
Category	Operational
Approval	Vice-Chancellor's Executive Committee 10 December 2019
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Content enquiries	<a href="mailto:socialmedia@monash.edu">socialmedia@monash.edu</a>