

# MEDIA AND PUBLIC COMMENT POLICY

## SCOPE

- All media communications
- All staff, casuals, contractors, honouraries, adjuncts or affiliates who are connected with Monash University Australia (including at international locations) and Monash University Malaysia herein collectively referred to as **'staff'** for the purpose of this policy.

## POLICY STATEMENT

1. Monash University acknowledges and affirms the important role of academic staff members engaging in public debate about matters within their area of disciplinary expertise and for professional staff to provide comment about matters within their area of professional expertise.
2. This Policy enables the University to effectively manage interactions with the media in promoting the University, consistent with the strategic plan, yet also building Monash's reputation, and maintaining relationships with local, national and international communities/governments. It also enables the University to effectively manage staff public comment and support expert contribution to public debate.
3. Communicating with the public via media (including social media) sources can provide a valuable opportunity to promote and communicate the objectives of the University, particularly in relation to our core objectives of education and research.
4. The Vice-Chancellor – the Chief Executive Officer of the University – is generally responsible for the conduct of the University's affairs in all matters and is therefore responsible for communications with the public about the University, including academic, administrative and operational affairs.
5. The Vice-Chancellor has:
  - 5.1 delegated authorised officers to make public comment as provided in the Media and Public Comment Procedure and other supporting procedures; and
  - 5.2 established the Strategic Marketing and Communication Division as the source of expert advice and support for all related media communications.

## DEFINITIONS

<b>Media communications</b>	All forms of print, radio, television, film, online, digital and social media and can be represented in either a written, spoken or visual platform
<b>Public comment</b>	Public comment includes anything that you say in public or which ends up in public. This can include something you've said or written to one person. If your comment has an audience, or a recipient, it's a public comment.

## GOVERNANCE

<b>Supporting procedures</b>	<ul style="list-style-type: none"> <li>• <a href="#">Media and Public Comment procedure</a></li> <li>• <a href="#">Social Media: Staff and Associates Use procedures</a></li> <li>• <a href="#">Social Media: Student Use procedures</a></li> <li>• <a href="#">Brand Identity procedure</a></li> <li>• <a href="#">Crisis Management procedure</a></li> <li>• <a href="#">Conflict of interest procedure</a></li> </ul>
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	<ul style="list-style-type: none"> <li>• <a href="#">Data Protection and Privacy Procedure</a></li> </ul>
Supporting schedules	N/A
Associated policies	<ul style="list-style-type: none"> <li>• <a href="#">Social Media Policy</a></li> <li>• <a href="#">Brand Identity Policy</a></li> <li>• <a href="#">Integrity &amp; Respect Policy</a></li> <li>• <a href="#">Crisis Management Policy</a></li> <li>• <a href="#">IT Security policy</a></li> <li>• <a href="#">Ethics Statement</a></li> </ul>
Legislation mandating compliance	N/A
Category	Operational
Approval	Vice-Chancellor's Executive Committee 26 March 2019 03/2019, Item 10
Endorsement	Chief Operating Officer
Policy owner	Chief Marketing Officer
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