

# SOCIAL MEDIA PROCEDURE

## SCOPE

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

## PROCEDURE STATEMENT

This procedure outlines the practices for staff and students' use of social media in the course of work or study (University use), or in a personal capacity where there is an identifiable connection with the University.

### 1. University Social Media Channels

- 1.1 Strategic Marketing and Communications (SMC) manage and routinely monitor approved social media channels on behalf of the University.
- 1.2 Any social media channel that intends to represent the University must be approved and registered by SMC. SMC will only approve accounts that:
  - reach a specific audience not captured by existing University-affiliated accounts;
  - demonstrate a strategy for regular maintenance and achievement of business goals;
  - have the ongoing resources to support the channel; and,
  - have a content plan for the coming 12 months.
- 1.3 Information on establishing a new channel can be found in SMC's Digital [Toolkit](#).
- 1.4 Enquiries about using University branding on social media channels or affiliating social media channels with the University should be directed to SMC at [socialmedia@monash.edu](mailto:socialmedia@monash.edu).

### 2. University Use of Social Media

- 2.1 When using social media for work, staff must comply with the:
  - 2.1.1 [Behaviours in the Workplace Procedure](#); and,
  - 2.1.2 [Staff/Student Personal Relationships Procedure](#).
- 2.2 When using social media for work or study, staff and students must:
  - 2.2.1 engage with others in the same way as they would in person;
  - 2.2.2 display the same courtesy and respect that is expected in real-life interactions; and,
  - 2.2.3 be aware that their online behaviour may damage their professional and/or personal reputation as well as the reputation and interests of the University.
- 2.3 Staff and students may wish to consider protecting their privacy, as content posted to social media may be widely and indefinitely accessible (including by news media and potential employers) and may be shared without permission.

#### Acceptable Use

- 2.4 Examples of acceptable use include:
  - promoting University research;
  - day-to-day communications involving staff, students, prospective students and peers;

- enhancing student learning experiences;
- providing expert comment as set out in the [Media and Public Comment Procedure](#);
- amplifying University events; and,
- listening to, and/or monitoring, conversations on topics relevant to the University.

## Unacceptable Use

2.5 Examples of unacceptable use include:

- posting defamatory, harassing, or bullying comments in a public or private group;
- publishing identifying information about an individual without their consent, such as their date of birth or address, particularly with malicious intent, on any platform;
- sharing copyright material without attribution or permission from the copyright owner;
- speaking on behalf of the University without approval on any matter or providing expert comment on a subject outside your area(s) of expertise;
- using the University's logo as the profile picture for a page or group without permission;
- commenting on University social media channels about a confidential partnership that hasn't been made public yet; and,
- encouraging criminal behaviour using social media channels.

## Video and Images on Social Media

2.6 Privacy laws require that consent is obtained prior to using the still or moving image of a person, where that person is named or could be reasonably identified. Staff and students must:

- 2.6.1 not post content that might cause someone to believe that their name, image, or other identifying aspect is being used, without permission, and/or for commercial purposes;
- 2.6.2 not post content that could cause an individual to feel harassed as outlined in the [Behaviours in the Workplace Procedure](#);
- 2.6.3 take care with images of particular groups such as children, Indigenous people, patients or research subjects, noting that additional requirements apply to the use of these images. When using images or videos of Indigenous people, staff and students should include the following disclaimer: '*Aboriginal and Torres Strait Islander viewers are advised that the following [images/program/video/publication] may contain images and/or voices of people who are deceased*'.

## Expert Comment and Academic Freedom

2.7 The procedures in the [Media and Public Comment Procedure](#) apply to comments made on social media, including:

- who is authorised to represent the University as a spokesperson;
- the procedures for academic and professional staff wishing to provide public comment in their area of expertise, and as a representative of the University; and,
- the reasonable steps staff are expected to take when expressing personal opinions publicly, to ensure their comment is not associated with the University or their role within the University.

## 3. Managing and Reporting Issues

3.1 SMC manages social media for the University and may contact staff or students to discuss their online behaviour.

3.2 Concerns about the behaviour of staff and students on social media must be referred to SMC at [socialmedia@monash.edu](mailto:socialmedia@monash.edu) for investigation. In addition to notifying SMC, concerns can also be directed to:

- Manager, Ethical Conduct ([ethical.conduct.queries@monash.edu](mailto:ethical.conduct.queries@monash.edu) or 03 9902 4945);
- Safer Community Unit (+61 3 990 51599 or [saferscommunity@monash.edu](mailto:saferscommunity@monash.edu)).

3.3 Social media use on University ICT networks and devices may be monitored by the University in accordance with the [Information Technology Acceptable Use Procedure](#).

3.4 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	<p>'Associates', for the purposes of this policy, means:</p> <ul style="list-style-type: none"> <li>● contractors;</li> <li>● affiliates; and,</li> <li>● adjunct appointees.</li> </ul>
Content plan	<p>A content plan is a strategy publication of content on each channel. This includes the timing of posts, a procedure for content development, clear documentation of content that will and will not be shared on the channel, a plan for creating or amplifying content year-round, a framework for monitoring content that corresponds with the University's <a href="#">community management strategy</a>, and a procedure for providing administrative rights to others as required.</p>
Social media	<p>Social media is defined as the group of digital communications channels dedicated to community-based input, interaction, content-sharing and collaboration.</p>
University social media channel	<p>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.</p>

## GOVERNANCE

Parent policy	<a href="#">Social Media Policy</a>
Associated procedures	<ul style="list-style-type: none"> <li>● <a href="#">Behaviours in the Workplace Procedure</a></li> <li>● <a href="#">Information Technology Acceptable Use Procedure</a>.</li> <li>● <a href="#">Media and Public Comment Procedure</a></li> <li>● <a href="#">Student Academic Integrity Procedure</a></li> <li>● <a href="#">Student General Misconduct Procedure</a></li> </ul>
Legislation mandating compliance	N/A
Category	Operational
Approval	Chief Operating Officer 10 December 2019
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Procedure owner	Chief Marketing Officer
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Content enquiries	<a href="mailto:socialmedia@monash.edu">socialmedia@monash.edu</a>