SCOPE

- All media communications
- All staff, casuals, honoraries, adjuncts or affiliates who are connected with the University herein collectively referred to as ‘staff’ for the purpose of this procedure.

Students (including HDR students who are not employed by the University) must comply with the social media policy and social media student use procedures.

PROCEDURE STATEMENT

To provide the Monash community with requirements and parameters regarding their responsibilities and obligations in dealing with and communicating with the media and making public comment.

1. Who is an authorised spokesperson?

1.1 Media matters relating to communicating on behalf of the University are the responsibility of the Vice-Chancellor or their authorised representative.

1.2 The following individuals are authorised by the Vice-Chancellor as spokesperson(s) for the University on University policies, management and operational matters within their specific portfolio or Faculty responsibility areas:
   - Chief Operating Officer;
   - Chief Marketing Officer;
   - Provost;
   - Deputy Vice-Chancellors and Senior Vice Presidents in their area of management responsibility;
   - Any other individual authorised by the Vice Chancellor or Chief Marketing Officer.

1.3 In the event of a crisis, the University’s Crisis Management Policy and Procedure will apply.

2. Comment on official University matters

2.1 The Vice Chancellor or an authorised spokesperson is the principal spokesperson for the University on matters within the scope of their authority and may deal with the media in their official capacity.

2.2 University media releases will only be issued (and authorised) via Strategic Marketing and Communication, unless any other individual is authorised to do so by the Vice-Chancellor in a particular circumstance.

3. Making personal public comment

3.1 All staff, honoraries, adjuncts, affiliates and students have the right to express their personal views publicly (including on social media channels, verbally and in editorials) on any matter of public interest provided that, when doing so, they do not associate themselves with the University and do not pass official comment about the University’s position on a particular matter. It is the responsibility of the staff member making such comment, to take all reasonable steps to ensure their comment is not associated with the University or their position with the University.

3.2 Where they become aware that there may be a potential association that could be made between their comments and the University, they must make clear that such views are their personal views, and are not connected to and do not represent the University. They must also inform the Chief Marketing Officer immediately they become aware that such an association has occurred.
3.3 Staff, honoraries, adjuncts, affiliates and students expressing their personal view publicly must:

- do so from a private address when doing so in writing (whether postal or email or social media);
- not identify themselves as a University staff member;
- not pass official comment about the University’s position on a particular matter; and
- be mindful that they show respect for the opinion of others.

3.4 The University does not assume responsibility for defending any defamation claim made against an individual associated with an expression of opinion arising from personal public comment.

4. Expert comment and intellectual freedom

4.1 The University recognises and affirms the important role of academic staff engaging in public debate about matters within their area of academic disciplinary expertise and is committed to acting in a manner consistent with the protection and promotion of intellectual freedom.

4.2 The University also recognises that professional staff may be qualified to provide public comment in their area of expertise as a representative of Monash (for example speaking or delivering papers at conferences). However, professional staff wishing to provide public comment (for example, by delivering a paper at a conference) must first formally seek their supervisor’s approval to do so. If the paper or conference topic is in an area likely to draw public or media attention, the supervisor must seek the advice of the Chief Marketing Officer prior to granting such approval.

4.3 Expert comment and intellectual freedom to communicate with the public and/or the media in their area of academic disciplinary expertise does not automatically extend to professional staff and must be approved as per 4.2 above.

4.4 Academics who hold affiliate, adjunct and/or honorary status, may also engage in public debate about matters within their area of academic disciplinary expertise and they may use their Monash University affiliation or association in their expert comment. Academics who hold affiliate, adjunct and/or honorary status who engage in personal public comment must adhere to the requirements under section 3 of this procedure, Making Personal Public Comment.

4.5 Academic and senior professional staff making expert comment:

- should only comment in their area of academic disciplinary expertise or professional expertise;
- should not purport to represent the views of the University (unless approved by the Vice Chancellor or Chief Operating Officer);
- may identify as University staff; and
- should act with honesty, integrity, in good faith, and ensure comments are fair and do not misrepresent their expertise or the University.

4.6 Academic staff engaging with the media must where practicable give prior notice to Strategic Marketing and Communication Division of such engagement (including when and where it will occur) or advise Strategic Marketing and Communication as soon as possible after the contact to ensure management and oversight of the University’s media activities.

4.7 Staff must take all reasonable steps to guard against making any comment or communication that may be defamatory or is otherwise contrary to law or values and behaviours of Monash University.

4.8 The University will consider the provision of legal support to staff who are the subject of an allegation or legal claim for defamation or other action contrary to law connected to public comments they have made, on a case by case basis. In that consideration, the University will take into account all relevant factors including their compliance with these procedures.

5. Breach of procedure

5.1 Breaches of these procedures will be managed in accordance with the applicable Enterprise Agreement, contract terms or relevant student policy or procedure, and may result in disciplinary action being taken by the University against the individual concerned.

6. Further information

6.1 Training is available to spokespersons for the University and for staff who regularly are requested to provide expert commentary through SMC.

6.2 For further guidance on expert commentary or training, please contact Strategic Marketing and Communication Division at media@monash.edu.
## DEFINITIONS

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Media</td>
<td>means all forms of print, radio, television, film, online, digital and social media and can be represented in either a written, spoken or visual platform.</td>
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<tr>
<td>Personal public opinion</td>
<td>Means personal views expressed on any matter of public interest</td>
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<tr>
<td>Expert comment</td>
<td>Means any view expressed on a matter of academic disciplinary expertise for academics or area of identified professional expertise for professional staff</td>
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## GOVERNANCE

<table>
<thead>
<tr>
<th>Parent policy</th>
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<tr>
<td>Supporting schedules</td>
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