

Social Media Policy

1 Purpose

To provide a framework for the management of University-managed social media accounts and for the appropriate use of social media by Employees, Students and community members.

2 Scope

This Policy applies to the use of social media by University Members, whether they are posting on behalf of the University or using their private accounts in a manner that identifies them as affiliated with the University.

3 Policy Statement

The University encourages the use of social media by University Members as an important tool for academic, community, and business engagement, Research and learning. The University promotes the use of social media as a tool to foster a safe, inclusive, diverse, and supportive environment across all areas of employment, study, and engagement within the University community.

4 Principles

The University:

- Encourages and supports its employees to engage on matters directly related to their area of expertise via social media channels to share their knowledge and celebrate their achievements.
- Promotes transparency by encouraging employees and representatives to clearly identify their role and association with the University when engaging on social media.
- Is committed to maintaining its reputation and brand integrity across social media through coordinated efforts, including ensuring that all official social media accounts are managed responsibly, with proper oversight and adherence to established guidelines.
- Is committed to ensuring a high standard of respectful and professional conduct on social media platforms.

- Is committed to fostering respectful and professional engagement on social media that reflects and promotes a positive, inclusive environment consistent with the University's mission and values.
- Is committed to strengthening and celebrating the impact and achievements of its Students, Employees, alumni and community through social media channels.
- Actively manages its official social media accounts to ensure business continuity and mitigate reputational risk.

5 References

Nil.

6 Schedules

This policy must be read in conjunction with its subordinate schedules as provided in the table below.

7 Policy Information

Accountable Officer	Pro Vice-Chancellor (Engagement)
Responsible Officer	Director, Media and Strategic Communications
Policy Type	Executive Policy
Policy Suite	Social Media
Subordinate Schedules	
Approved Date	
Effective Date	
Review Date	
Relevant Legislation	
Policy Exceptions	Policy Exceptions Register
Related Policies	Academic Freedom and Freedom of Speech Policy Acceptable use of ICT Resources Policy Code of Conduct Policy Media Engagement Policy Student General Conduct Policy

Related Procedures	Social Media Procedure Student General Misconduct Procedure
Related forms, publications and websites	
Definitions	Terms defined in the Definitions Dictionary
	Definitions that relate to this policy only
	<p>Social Media (Proposed New) A broad term that encompasses interactive online communication channels that enable users to create and share content, opinions, experiences, and knowledge. These can be written comments, videos, photographs, or audio files. Social media channels may include, but are not limited to, Facebook, Instagram, X (Twitter), YouTube, LinkedIn, and TikTok.</p> <p>Official University Social Media (Proposed New) Any public social media account, group or site that seeks to represent the University as a whole or in part for promotional purposes, including (but not limited to) promoting University initiatives, research or events. Official University social media channels are managed by, or in consultation with, Media and Strategic Communications.</p> <p>Identifiable Private Use of Social Media (Proposed New) The use of social media in a way that may associate the user with the University and/or impact the University or members of the University community.</p> <p>Non-identifiable Private Use of Social Media (Proposed New) The use of social media by a member of the University community in a way that does not associate the user with the University and does not impact the University or a member of the University community in ways that could be reasonably considered inconsistent with the Code of Conduct Policy or Student General Conduct Policy.</p>
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