CHARLES DARWIN UNIVERSITY	**Social Media Policy**	
pol-059	Version: 1.00 Last amendment: Sep 2015	Approved By: Vice-Chancellor Date: 23 Sep 2015
	Next Review: Sep 2018	Contact Officer: Director, Marketing and Planning

INTRODUCTION

The University is an organisation that actively embraces social media, and recognises the benefits and importance of being able to engage with staff members, students, researchers, parents, alumni, donors, media, business partners and the wider University community through social media platforms. Social media allows the University to interact and connect with online audiences through the dissemination of information, news, research findings, marketing and promotional messages while listening to voices and perceptions about the University and participating in open dialogue with an exchange of ideas.

At the same time, the University recognises the challenges faced by the dynamic nature of social media technologies that are highly accessible and have the potential to affect the public, private, personal, and professional opinion which may significantly impact the University's organisational and professional reputations.

STATEMENT OF AUTHORITY

The authority behind this policy is the *Charles Darwin University Act 2003 (NT)* part 3, section 15.

INTENT

This document governs the use of and access to social media for professional and personal purposes by members of the University community and is in addition to, and complements any existing or future University policies regarding the use of technology, computers, email and the internet.

RELEVANT DEFINITIONS

In the context of this document:

Authorised visitor means bona fide visitors that the University may, from time to time, provide with access to facilities to enhance their ability to complete tasks for the University or to liaise with the University. Such visitors may include, but are not limited to: emeritus, adjunct or honorary academic staff; alumni; external auditors or consultants; potential clients or business partners; contractors or vendors; conference delegates; and students and staff of other universities with reciprocal arrangements;

Ethical behaviour means to treat anyone online with fairness, honesty and respect, as a person offline would be treated; verify information before passing it along; be honest about the intent when reporting, avoid actions that might discredit the University or a member of the University community's reputation;

Governing documents means a formally approved document that outlines non-discretionary governing principles and intentions, in order to guide University practice. Governing documents are a formal statement of intent that mandate principles or standards that apply to the University's governance or operations or to the practice and conduct of its staff and students. They include the CDU Act, by-laws, policies, procedures, guidelines, rules, codes, the Strategic Plan and the Enterprise Agreement;

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Information and Communication Technologies (ICT) refers collectively to computers, printers, facsimiles, telephones (both mobile and landlines), scanners, photocopiers, e-mail, internet, intranet, web services, blogs, twitter, wiki, social networking sites such as Facebook pages, portable electronic devices and any other similar resources;

Offensive or objectionable material means any material which infringes socially accepted standards of good taste or good manners, such as insulting or aggressive language directed at another person or persons. This includes, but is not limited to, pornographic material, threats, racist remarks, and disturbing images;

Poster means any staff member or student at the University and authorised visitors of the University that is representing the University and uploads information or messages to social media sites via the internet, such as blogs, message boards, or Facebook;

Social Learning means the use of social media tools specifically for the purpose of learning and teaching within courses and units;

Social media means any facility for online publication and commentary using highly accessible, expandable and upgradable publishing technologies, through and on the internet. It is a, interactive tool that facilitates comments and/or conversations that expand the reach of work and enables others to share with friends and networks, and includes, but is not limited to, blogs, wikis, pod casting, forums, video and photo posting, RSS, social bookmarking, tagging, mash ups, virtual worlds and any social networks or networking sites including, but not limited to, Facebook, LinkedIn, Twitter, Pinterest, Instagram, Google+ and Flickr;

Staff member means anyone engaged by or associated with the University and includes all permanent, casual, adjunct, honorary or contracted staff (whether full-time or part-time), volunteers or those holding University offices or who is a member of a University committee;

Student the meaning as contained in the *Charles Darwin University (Student of the University) By-laws*;

University spokespeople means staff members, students or authorised visitors, authorised by the University to speak to the media or make public comments on behalf of the University;

User means any staff member or student at the University and authorised visitors of the University that are representing the University on social media; and

University Community means any member of staff, students, alumni, contractors, authorised visitors and members of the public to the University, including the University's regional campuses, centres, and Partner Provider teaching locations.

POLICY

Publication and commentary on social media carries the obligations of all publication or commentary. University staff members, students and authorised visitors must conduct themselves at all times as representatives of the University and in accordance with *Media and Public Commentary Policy*, *Information and Communication Technology Acceptable Use Policy,* *Code of Conduct* and any other relevant Governing Documents.

The University supports participation in social media technologies, recognising they are:

- Used for both work and private use by many staff members;
- An effective way to communicate with the University community;
- A vehicle for easy, unobtrusive creation and strengthening of ties among staff members, students and community supporters; and
- Widely used to build and maintain external professional networks, such as LinkedIn.

Official University Accounts

All official University sites or pages on social media sites such as Facebook, Twitter, You Tube, Flickr must:

- Be developed and/or authorised by the relevant Senior Manager and the Director, Office of Marketing and Planning;
- Clearly indicate that they are maintained by the University and have the University contact information prominently displayed. Content owners are responsible for monitoring and maintaining content and are required to respond immediately to any take-down requirement issued by the relevant Senior Manager;
- Have the Office of Marketing and Planning as one (1) of the authorised administrators to the site; and
- Clarify what the audience stands to gain from **liking**, **following**, **joining** or **connecting** with the University through social media.

Prior consent and permission to post photographs, images, words, artwork, or video or audio recordings on social media must be obtained to protect the University from liability. A signed *Photographic/Permissions Talent Release* form authorises the University to use, reproduce and publish in full or part without restriction and releases the University from any claims or liability.

Any sites or pages existing without prior authorisation will be subject to review when discovered and may be amended or removed. The University reserves the right to restrict or remove any content that is deemed in breach of this policy.

Learning and Teaching

The use of social media for learning and teaching purposes is outlined in the *Learnline Policy* and is separate to this policy.

University Spokesperson Expectations

The authorised use of media forums, including social media, in any capacity on behalf of the University to announce achievements and public comments within an area of expertise, is more comprehensively outlined in the *Media and Public Commentary Policy*.

When acting as an official University spokesperson, the expectations are:

- That the spokesperson will use an approved official University account;
- That all applicable University Governing Documents will be adhered to and the rules and agreements of the social media channel in use will be followed; and
- That the spokesperson behaves ethically at all times. When in doubt, do not post. Remember the Internet is permanent; and

Staff members approved to establish a social media presence as a University spokesperson, who have or have previously had, a private (or a previous workplace) social media presence, may need to create a fresh University persona to ensure that any previous online history does not conflict with their current status as a representative of the University.

Expert Comment

The authorised use of media forums, including social media, in any capacity as an expert commentator is more comprehensively outlined in the *Media and Public Commentary Policy*.

Personal Use of Social Media Expectations

Staff members, students and authorised visitors, whether authorised as a University spokesperson or not, who personally use social media to comment on University matters on the University's official social media channels, as well as on external and personal social media channels are expected:

- To take responsibility for what they write and disseminate;
- To mention their subject matter expertise, or absence thereof, when participating in social media discussion where their academic standing is relevant to the discussion;
- To act according to the values of honesty, fairness, trust, accountability and respect, as set out in the University's *Code of Conduct*. The University explicitly prohibits social media being used to harass, vilify, bully or discriminate against another person;
- To know the University's policies regarding personal online activity at work or on University devices;
- To disclose, where relevant, their affiliation with the University, along with any roles and responsibilities. It must be made clear that any shared views are the individuals and not that of the University; and
- To provide only publicly available information and not to comment on or disclose any confidential University information for which they do not have authority to release. Always consider any impact on the reputation of the University and remember that all official statements in the name of the University must be authorised.

Staff members, students or authorised visitors making personal comments in external social media platforms may NOT use the University's name in an identity, for example, username, handle or screen name.

Unacceptable Use

Due to the blurring of professional and personal boundaries and the immediacy of the media, where there is a connection with the University, users of social media are not permitted to:

- Make comments not topically related to the particular social medium article being commented upon;
- Make comments in support of or opposition to political campaigns or ballot measures;
- Use profane or offensive language, content or objectionable material that:
    - Promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
    - Is sexually explicit or pornographic or links to sexually explicit or pornographic content;
    - Is used to intimidate or bully (including, but not limited to, cyber bullying and stalking) a staff member, contractor, student or other person; or
    - Might be construed as creating a risk to the health and safety of staff members or students including material that amounts to unacceptable behaviour such as psychological or emotional violence, coercion, harassment and/or discrimination, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure;
- Post information that may tend to compromise the safety or security of the public or public systems;
- Release confidential or personal information obtained in a person's capacity as a staff member/authorised visitor of the University that would reasonably be expected to be kept private. Posters must protect all

University information that is considered to be non-public in nature unless authorised by the relevant Senior Manager and the Director, Office of Marketing and Planning;

- Post content or material that is or is likely to be defamatory, inaccurate, false, misleading or may impact on the reputation of the University. All dealings with social media must be honest and all reasonable efforts must be made to provide accessible references to claims of a factual nature;
- Use the University's name or logo without prior approval from the Office of Marketing and Planning;
- Engage in solicitations of commerce, including intent to create personal monetary or financial gain from social media channels;
- Engage in conduct or encouragement of illegal activity; and/or
- Post content or material that violates a legal ownership interest of any other party, including breach of copyright or other intellectual property rights which includes the intellectual property rights of the University.

Non-Compliance

All staff, students or authorised visitors must be aware of and note that the University regards any activity which constitutes unacceptable use as potentially serious matters which the University may determine as misconduct or serious misconduct. Non-compliance with this policy may result in disciplinary action and/or reference to law enforcement agencies in accordance with the relevant legislation and University Governing Documents.

ESSENTIAL SUPPORTING INFORMATION

Internal

Charles Darwin University and Union Enterprise Agreement 2013

Code of Conduct

Identifying Unacceptable Use of Information and Communication Technologies Procedures

Information and Communication Technologies Acceptable Use Policy

Intellectual Property Policy

Media and Public Commentary Policy

Privacy Policy

Procedures for handling Suspected Cases of Unacceptable Use of Information and Communication Technologies

Learnline Policy

External

Anti-Discrimination Act 1992 (NT)

Copyright Act 1968 (Commonwealth)

Copyright Amendment (Digital Agenda) Act 2000 (Commonwealth)

Crimes Act 1914 (Commonwealth)

Fair Work Act 2009 (Commonwealth)

Information Act 2002 (NT)

Privacy Act 1988 (Commonwealth)

Policy Sponsor: Vice-Chancellor
Policy Contact Officer: Chief Operating Officer

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Document History and Version Control

Version	Date Approved	Approved by	Brief Description
1.00	23 Sep 2015	Vice-Chancellor	Creation of original document and posting to CDU website.

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