Social Media Guidelines



|  |  |
| --- | --- |
| Creation Date: | 23 July 2023 |

# Intent

#### The intent of this Guideline is to —

##### help you understand how to participate successfully with social media;

##### help you to avoid breaching the social media Policy and Code of Ethics and Code of Conduct by misusing social media; and

##### guide UWA-related social media Accounts.

#### In this Guideline —

[1 Intent 1](#_Toc210966608)

[2 Introduction 1](#_Toc1256419772)

[2.1 Advice on Social Media and Training 1](#_Toc1114258835)

[3 Appropriate Use of Social Media 2](#_Toc619461255)

[3.2 Use of Social Media for Expert Comment 2](#_Toc318382422)

[3.3 Use of Social Media for Research Conduct Purposes 2](#_Toc638551048)

[3.4 Use of Social Media for Teaching and Learning Purposes 3](#_Toc651948665)

[3.5 Posting and Commenting on Social Media 3](#_Toc223241416)

[4 Confidentiality and Privacy 3](#_Toc524437513)

[5 News and Affairs 4](#_Toc283353420)

[6 Personal Brand 4](#_Toc155766253)

[6.1 Respect 5](#_Toc22657086)

[6.2 Brand Association 5](#_Toc605265031)

[6.3 Using a Disclaimer 5](#_Toc781448420)

[6.4 Work and Research 5](#_Toc68685638)

[7 Teaching and Learning 5](#_Toc165687474)

[8 Brand Positioning 6](#_Toc1968119951)

[8.1 UWA Brand 6](#_Toc317211766)

[9 Creating a UWA-related Social Media Account 6](#_Toc172577247)

[9.1 Approval 6](#_Toc1041681568)

[9.2 Content Administrator 6](#_Toc295573912)

[9.3 Social Media Content Plan 7](#_Toc310142387)

[9.4 Social Media Risk Monitoring Schedule 7](#_Toc1452288255)

[9.5 Moderation 7](#_Toc1220426842)

[9.6 Terminating Social Media Accounts 8](#_Toc1047719310)

#### This Guideline is to be read in conjunction with the following —

##### Social media Policy;

##### Code of Ethics and Code of Conduct Policy;

##### Acceptable Use of IT Policy;

##### Research Integrity Policy;

##### Information Privacy Policy; and

##### Brand Guidelines.

# Introduction

#### Social media is an effective communication tool for sharing information, ideas, opinions and interests to a wide audience. However, using social media inappropriately comes with a wide range of consequences that can often cause harm and loss of reputation to the individual and their affiliated organisation(s).

#### In September 2021, the High Court of Australia ruled that publishers are liable for defamatory third-party comments posted on their social media pages.

#### This guideline has been developed to help you successfully navigate the world of social media.

## Advice on Social Media and Training

#### The Brand, Marketing and Recruitment Department (BMR) can provide advice and training resources on how to best use social media for professional purposes. Visit the Service Directory or email socialmedia-bmr@uwa.edu.au

# Appropriate Use of Social Media

#### The University encourages you to use your personal / non-University social media accounts to share your own experiences of the University in a positive and collegial way.

#### However, you should be mindful that:

##### personal views posted on social media may affect other people’s perceptions of you as a member of the University Community if taken in the wrong context;

##### the news media will always link controversial comments made by a UWA student, or officer, and the University;

##### appropriate personal boundaries can be breached easily on social media, which may lead to allegations of misconduct, inappropriate contact and/or inappropriate conduct;

##### care must be taken not to share unauthorised or confidential University information;

##### care must be taken not to intentionally or unintentionally breach copyright;

##### online conversations with friends, classmates, teachers and/or colleagues about other members of the University Community may breach the University’s Code of Ethics and Code of Conduct;

##### inappropriate postings may result in claims of defamation, discrimination, harassment and invasion of privacy; remember that in a lawsuit, blogs, postings, emails and other digital exchanges may be subject to discovery;

##### any content or commentary you or other parties post to Primary UWA Social media Accounts or UWA-related social media Accounts must be accurate; and

##### the University monitors content and commentary compliance with the Australian Association of National Advertisers (AANA) Code of Ethics and the Australian Consumer Law and the Australian Competition and Consumer Commission (ACCC) Social media guidelines.

## Use of Social Media for Expert Comment

#### The University encourages its Staff to only offer advice support, or comment on behalf of the University, on topics that fall within that individual’s area of responsibility or expertise at the University.

#### The University encourages its Staff, who are using social media to make Expert Comments in their professional capacity, to acknowledge their affiliation and position with the University.

#### Staff do not require formal approval to make Expert Comments and provide their personal beliefs, opinions, or judgments on subjects within their area of expertise, subject to University Policy.

#### Expert Comment is only considered to officially represent the views of the University as a whole, when the Expert Comment has been made by the Chancellor, Vice-Chancellor, or authorised delegate.

## Use of Social Media for Research Conduct Purposes

#### If a Researcher or Student undertaking research as part of a Course/Research, wishes to use social media for Research purposes, the individual must first:

##### Follow the University process for seeking approval to set up a UWA-related social media account;

##### The social media profile will not include UWA’s name, handle, any UWA logo, or any other UWA identifier;

##### Posts made on this profile will not include UWA’s name, any UWA logo, or any other UWA identifier;

##### the social media posts will not include any confidential information;

##### the social media posts will not include images of any students or staff without their consent;

##### no students or staff will need to sign up to social media platforms;

##### Are aligned with 3.5 and University Policies.

## Use of Social Media for Teaching and Learning Purposes

#### Staff and students may use social media for teaching and learning purposes provided;

##### Follow the University process for seeking approval to set up a UWA-related social media account;

##### The social media profile will not include UWA’s name, handle, any UWA logo, or any other UWA identifier;

##### the social media posts will not include UWA’s name, any UWA logo, or any other UWA identifier;

##### the social media posts will not include any confidential information;

##### the social media posts will not include images of any students or staff without their consent;

##### no students or staff will need to sign up to social media platforms;

##### Are aligned with 3.5 and University Policies.

## Posting and Commenting on Social Media

#### All posts and conversations should be constructive, respectful, and contain language that is appropriate for all groups and ages.

#### While all social media platforms have an age gate at 13, it’s important to keep in mind that we are still talking to minors (under-18s) on the platforms.

#### Social platforms community guidelines and policies must be always followed;

#### The social media posts and/or comments will not include UWA’s name, any UWA logo, or any other UWA identifier;the social media posts and/or comments will not include any confidential information;the social media posts will not include images of any students or staff without their consent.

# Confidentiality and Privacy

#### Do not share confidential or proprietary information about the University on social media. If you are privileged to information labelled confidential, private, for internal use, draft, sensitive, information that is legally privileged or information that is or in any other way marked as not for distribution, do not share that information on social media.

#### Do not share Personal Information or Sensitive Information related to the University on social media. Familiarise yourself with the Information Privacy Policy to understand what these types of information are.

#### Do not share the intellectual property of someone else on social media without that person’s consent. Be careful not to violate or infringe someone else’s rights of publicity, copyright, trademark or intellectual property.

#### Do not cite or reference fellow students, teachers, colleagues or research partners without their consent.

# News and Affairs

#### Sharing UWA news and events or promoting school and student work through social media tools is an excellent, efficient way to engage the community and build our brand.

#### You are encouraged to repost and share (on non-University social media) any information with collaborators, industry contacts, family and friends that is available to the public. The best way to share UWA news is to link to the original source.

#### BMR regularly provides the public with information on our collective achievements and initiatives. When our news and affairs need to be communicated to the press, governments and our communities, BMR will orchestrate this appropriately.

# Personal Brand

#### Using social media is a great way to keep up to date with subjects and people you’re interested in, and to build a network that may assist with your studies, future career and current employment.

#### Do not misrepresent yourself or UWA on social media. Your statements should be true and not be misleading.

#### Do not publish anything you would not present in any public forum.

#### Remember, even deleted inappropriate social media content could damage your reputation and impact your future. Social media Content published in private groups or chats can often end up on public channels.

#### If someone else shares content with one of your Personal / non-University social media accounts, you have the right to remove or respond to that content if it doesn’t align with your personal brand. If you choose to respond, be mindful that you could attract trolls and other negative attention.

#### If you make a mistake on social media, be the first to apologise or correct your error, be that an error of judgment or an error of truth. Be transparent, if you made a mistake, modify it, be clear that you have modified it, and move on.

## Respect

#### Do not share inappropriate social media Content on your Personal / non-University social media accounts. You are personally responsible for the social media content you develop, manage and publish on each of your Personal / non-University social media Accounts.

#### Do not use social media to bully, slander or insult other people. Do not publish obscene, defamatory, threatening, harassing, discriminatory or hateful social media Content.

#### Respect your audience. There is much more impact to be gained in putting forward alternative arguments, promoting facts, inspiring, guiding and sharing your positive insights and ideas.

## Brand Association

#### Be aware that others, including funders and partners, might associate your personal / non-University social media content with UWA.

#### Any social media content you publish has the potential to harm UWA. You are responsible for upholding the reputation of UWA.

#### It is okay to discuss UWA on social media and you’re encouraged to do so in a positive and collegial way, but when you do you must identify yourself with your name and where relevant your role.

#### Only a few people are official spokespersons for UWA, so if you’re not one of them you must make it clear that you are speaking for yourself and not for the University.

## Using a Disclaimer

#### An easy way to disassociate yourself from the University is to use a disclaimer such as “the postings on this platform are my own and do not necessarily represent the position of the University”.

## Work and Research

#### Do not publish information about future projects, pricing decisions, unannounced report findings and other information that may jeopardise the performance or advantage of UWA.

# Teaching and Learning

#### Using social media in the classroom can be a relevant, engaging and rewarding exercise for students and staff.

#### Teaching staff may use social media for teaching and learning purposes provided;

##### The social media profile will not include UWA’s name, handle, any UWA logo, or any other UWA identifier;

##### the social media posts will not include UWA’s name, any UWA logo, or any other UWA identifier.

##### the social media posts will not include any confidential information.

##### the social media posts will not include images of any students or staff without their consent.

##### no students or staff will need to sign up to social media platforms

##### Are aligned with 3.5 and University Policies.

# Brand Positioning

## UWA Brand

#### Information about UWA’s brand style is available in the Brand Guide on SharePoint [here](https://uniwa.sharepoint.com/sites/bmr/brand/SitePages/Home.aspx).

# Creating a UWA-related Social Media Account

## Approval

#### Before establishing a UWA-related social media Account you must gain approval from BMR by completing the [Social Media Request Form.](https://uniwa.sharepoint.com/%3Au%3A/r/sites/sd-BMR/SitePages/Register-and-create-UWA-related-Social-Media-accounts.aspx?csf=1&web=1&e=lB7dUz)

#### BMR has the authority to approve, veto, amend, or withdraw University Social Media Accounts, channels, groups, networks or pages.

#### UWA-related social media Accounts need to address the following criteria to the satisfaction of BMR —

##### business need;

##### business goals;

##### have dedicated Content Administrators who will be recorded on a governance register;

##### promotes the achievements of the University, its Schools, graduates and students;

provide a social media plan;
provide written endorsement from Head of Business Unit.

## Content Administrator

#### Approved Content Administrators must provide BMR with the UWA-related social media account details, including the linked email/account handle and password and grant full admin-level access on platforms where this is required.

#### Content Administrators must advise BMR who has access to their social media account/s so that this can be recorded on the governance register;

#### The Content Administrator is responsible for removing staff who are no longer employed by the University and informing BMR so that the governance register can be updated, this includes setting up multi-factor authentication on each profile, updating the password and signing out of all devices regularly (once every 90 days);

#### Content Administrators are responsible for the content that appears on their UWA-related social media accounts.

## Social Media Content Plan

#### Business Units are required to have a social media Content Plan for all UWA-related social media Accounts for which they are responsible.

#### The purpose of a social media content plan is to serve as a broad framework rather than a tailored content calendar. It provides BMR with an overview of the content to be posted on your account/s, highlights key messaging for specific months, and specifies the frequency of posts per week.

#### The plan is to include sections to designate responsibility for community management, outline escalation processes, and provide space for a concise social media plan, covering the target audience, KPIs, and overall social media objectives for the account.

## Social Media Risk Monitoring Schedule

#### Social media risk monitoring schedules are used by Content Administrators to monitor comments, replies and messages on a UWA-related social media Account for brand and reputational risk.

#### All UWA-related social media accounts should have a schedule for when Content Administrators are responsible for monitoring the accounts.

### Social Media Risk Escalation Process

#### Social media risk escalation processes are used when comments, messages, replies or sentiments on a social media account are causing a brand or reputational risk to the University.

#### All UWA-related social media accounts should have a process for escalating matters of brand and reputational risk to BMR’s Digital Channel Team.

## Moderation

#### Primary UWA social media accounts will be moderated by BMR from 8:30am – 5:00pm (Monday – Friday).

#### UWA-related social media accounts that have breached the terms of the Social Media Policy will be suspended with immediate effect until a relevant social media content plan has been amended to the satisfaction of BMR.

## Terminating Social Media Accounts

#### UWA-related social media Accounts can be terminated when they meet all/some of the following criteria —

##### account is inactive for a period of one year or more; and/or

##### account is related to a Business Unit that is no longer operational; and/or

##### account is deemed by BMR for any reason to be unsuitable e.g. a brand or reputational risk or for the University; and/or

##### account has breached the UWA Social media Policy and/or guideline with no remediation deemed suitable by the Executive Sponsor and/or BMR; and/or

##### account content jeopardises the overarching social media strategy, implemented by BMR on the University’s primary social media accounts.

#### Before terminating a defunct UWA-related social media account, BMR will attempt to contact the person or Business Unit responsible for the account.

#### BMR can terminate a defunct UWA-related social media account without engagement from the relevant Executive Member if the above steps have been taken and documented.

Definitions

**Personal Information** is defined in the Information Privacy Guide - Policy Guideline

**Sensitive Information** is defined in the Information Privacy Guide - Policy Guideline

End