



Social Media Guidelines

December 2010

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Executive summary

Traditionally, the web has been a one-way medium. The distinguishing feature of social media services, also referred to as Web 2.0, is that they are a bidirectional medium, where content (text, image, audio or video) is contributed by people who interact with the website as well as people and organisations who manage the site.

There are now centrally-managed social media services provided within UTAS as well as many companies offering attractive and useful social media applications and services, including blogs, wikis, office systems, social bookmarking etc. These are increasingly being adopted by users within the University, for administrative, marketing, teaching, learning and research purposes.¹

These Social Media Guidelines set out requirements for University of Tasmania (UTAS) staff and students when undertaking online communication and activities using social media services.

UTAS social media services used to undertake UTAS business represent an official record and, depending on their location and access, are a public interface for that business. As such, staff and students engaged in such activities are required to comply with relevant legislation and UTAS policy, procedures and guidelines.

These guidelines provide standards for the development, maintenance and management of all UTAS social media sites hosted on both internal and external services.

The guidelines cover:

- ownership and responsibilities
- terms of use
- quality
- branding and the [Web Visual Standard](#)
- content standards
- privacy
- accessibility
- copyright and plagiarism
- etiquette and conduct
- breaches and misconduct.

Using these guidelines

Requirements in these guidelines are categorised as either **Mandatory** or **Recommended** as UTAS or industry best practice. This is a technical document, so it is understood that it needs to be supported by training and advice.

More information

For further information, contact the IT Resources Service Desk:

Email: service.desk@utas.edu.au

Phone: 03 6226 1818 or 1300 304 903
(local call charge within Tasmania, mobiles excepted).

Mandatory requirements

A strong web presence is a key strategy for conducting UTAS business, and as such, use of social media services must adhere to the following mandatory requirements:

¹ Adapted from the University of Edinburgh's Information Services Guidelines for Using External Web 2.0 Services. Retrieved 10 April 2010, from <https://www.wiki.ed.ac.uk/display/Web2wiki/Web+2.0+Guidelines>

1. Be relevant to the teaching and learning, research, administration, community engagement, marketing and communication functions of UTAS as outlined in the [Policy on Allowed Access to AARNet](#).
2. Be authorised by the head of the relevant [organisational unit](#)² (indicated in the footer of all pages).
3. Meet mandatory content standards.
4. Comply with relevant international standards.
5. Comply with relevant legislation.
6. Comply with UTAS policies such as the [Visual Standards for UTAS Material Policy](#), and the ICT Services and Facilities Use Agreement (under development).

It is recognised that in some cases this may not be possible, for example on external social media services such as Facebook or Twitter.

Failure to comply to these requirements, when such compliance is possible, may constitute a breach and will be dealt with through the processes referred to in the section on [1.12 Breaches and misconduct](#).

Recommended requirements

Following the **Recommended** requirements in these guidelines, which are based on industry or UTAS best practice, will increase the quality of the user experience as well as improve search engine rankings.

Guidelines approval

Endorsing committee

Web Services Steering Committee

Authorising entity

Policy Maker - Deputy Vice-Chancellor (Academic) and Provost

Date guidelines effective

December 2010

Guidelines review

Web & Learning Services

² For the purposes of the Web Policy and these guidelines an “organisational unit” is defined as any College, Faculty, School, Division, Department, Centre, Institute, formal discipline group, university business enterprise or other discrete body where there is a direct or indirect reporting line to the Vice-Chancellor.

Scope

These guidelines apply to staff and students of the University who have, or who are intending to publish content that relates to UTAS business on social media services that are:

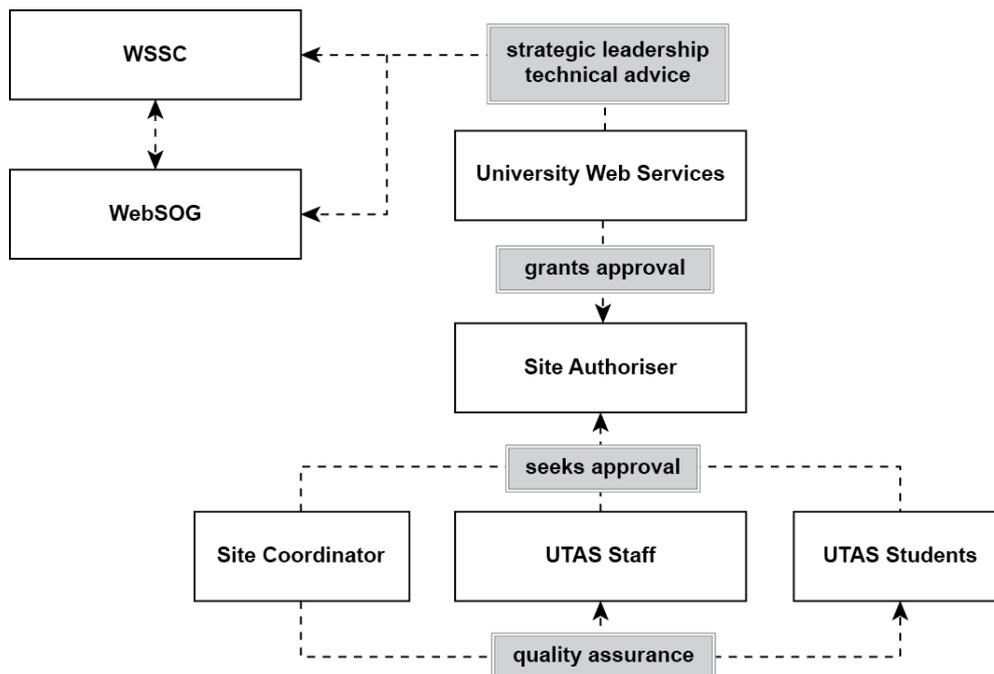
- centrally managed and supported by UTAS, such as blogs, wikis, forums; these may be either internally hosted on UTAS servers and platforms or externally hosted
- not centrally-managed or supported but that have some control over purpose and access; these may be either externally or internally hosted, for example on a web server managed locally by a College, Faculty or School for example, Wetpaint, Wikispaces, MediaWiki
- external social networking applications (such as Facebook, YouTube, Twitter, MySpace, LinkedIn etc).

Objective

These guidelines have been developed to:

- provide consistent branding, visual standards and content standards across UTAS social media
- promote compliance with legal requirements and the UTAS policy framework
- minimise risk to UTAS from inappropriate, unlawful and/or damaging content.

Ownership and responsibilities



The **Web Services Steering Committee (WSSC)** is responsible for:

- reviewing web services at a strategic level
- establishing frameworks and investments needed to develop and maintain web services at the level required for competitive success.

The **Web Services Operations Group (WebSOG)** and associated working groups are responsible for:

- providing expert technical and web development knowledge and advice
- acting as a major channel for the investigations undertaken to develop more effective services

- monitoring and advising on web services projects, clarifying priorities, facilitating project implementation and establishing working group requirements
- developing channels of communication with the UTAS websites stakeholders
- providing advice within their area of responsibility as determined through their terms of reference.

The **Manager, Web & Learning Services** provides strategic leadership to ensure that web services and underlying technology meet UTAS requirements and drive institutional change.

UTAS staff using any social media service for conducting UTAS business are responsible for complying with these guidelines. UTAS staff are also responsible for ensuring that students are informed of these guidelines if using social media services is a course requirement.

UTAS students using any social media service for conducting UTAS business are responsible for complying with these guidelines.

A **site authoriser** is the head of a UTAS organisational unit and is responsible for the quality assurance and must approve requests for the creation of social media sites. Where possible, the site authoriser must be identified in the footer of all pages as set out in the current [Web Policy](#) and [Web Publishing Guidelines](#). These responsibilities **cannot** be delegated.

A **site coordinator** is responsible for ensuring content published on social media services satisfies the requirements of these guidelines. The ability to do so should inform the choice of service used - refer to [2.3 Alternative service considerations](#).

Information Technology Resources is responsible for access to AARNet and for the central management and support of UTAS social media services.

University Web & Learning Services is responsible for coordinating and implementing university-wide service developments in alignment with strategic plans and other WSSC decisions, including the development of social media services.

Where a person from outside the University is engaged to construct a site, this must be coordinated through University Web & Learning Services and the Site Authoriser will be responsible for ensuring compliance with these Guidelines.

Terms of use for social media services

These terms of use cover three areas of social media services listed below and further outlined under the [Scope](#) section of these guidelines:

1. Services that are centrally managed and supported by UTAS
2. Services that are **not** centrally managed and/or supported by UTAS
3. External social media services or applications.

Quality use of social media services

Quality social media sites with regularly updated content, consistent visual design and validated pages will:

- increase the credibility of the information on UTAS websites and services
- contribute to the reputation of UTAS
- provide higher external search engine rankings.

The tables used for the remainder of these guidelines list the various requirements and the corresponding legislation, policy, guideline or WCAG (Web Content Accessibility Guideline) checkpoints (WCAG 1.0) or Success criteria (WCAG 2.0) that support them. In some cases it is these guidelines that support these requirements because they represent best practice or a specific business and/or marketing need. Requirements are considered either **Mandatory (M)** or **Recommended (R)**. All requirements are provided to assist with producing high-quality, accessible content for site/service users.

Site authorisers are responsible for establishing and maintaining quality sites by complying with these Social Media Guidelines.

1. Services that are centrally managed and supported by UTAS

1.1 Purpose

Social media services that are centrally managed by UTAS with either restricted or public access, such as wiki and blog sites, are to be used for legitimate UTAS purposes such as teaching and learning, research and business collaboration.

1.2 Requests for a UTAS centrally-managed social media site

UTAS staff members with approval from the head of their organisational unit can apply to coordinate and moderate a social media site.

To request a site on a social media service managed by UTAS, contact the ITR Service Desk:

- Email: service.desk@utas.edu.au
- Phone: 03 6226 1818 or 1300 304 903 (local call charge from within Tasmania, mobiles excepted).

1.3 Social media web addresses

All new web addresses for UTAS social media sites must conform to the format and provisions set out in the **Web addresses** section of the [Web Publishing Guidelines](#).

1.4 Brand guidelines

The UTAS brand identity is a vital element in the positioning and recognition of UTAS as possessing an attractive, distinctive and unique character. Further, the brand identity will contribute to UTAS's reputation and support strategic objectives.

In general, UTAS design templates incorporating the logo and the banner must be used to ensure branding consistency in accordance with the **UTAS website brand identity** section of the [Web Publishing Guidelines](#).

Brand architecture for faculties and schools must not appear on the UTAS social media websites as these are designed for the back cover of printed publications.

UTAS social media sites that breach brand guidelines will be removed or blocked.

1.4.1 UTAS logo requirements

Requirements	M or R	Legislation, policy, guideline or WCAG checkpoint/success criterion
An approved form of the logo is to be used. The choice of form will depend on the platform being used & the most appropriate form for the given background e.g. colour versus mono positive, mono negative, vertical versus horizontal form	M	Other approved forms of the logo may be used where this is more appropriate UTAS Brand Identity Guidelines Web Publishing Guidelines
The logo must have a text equivalent (e.g. alternative text within the 'alt' attribute of the image tag)	M	WCAG 2.0 Success Criterion 1.1.1 (Level A)
The logo must only appear once on each page	M	UTAS Brand Identity Guidelines
The logo must be used without modification of proportions, colour or size	M	The UTAS logo is a registered trademark and therefore must not be changed or altered in any way; this includes the addition of College, Faculty, Institute or School names intended for print use only

1.5 Content standard

All content published on social media services managed by UTAS is public information and, depending on access rights, may be accessible university-wide or worldwide. In addition, this content may be permanently available and can be reproduced in other media.

Such content is subject to state, federal and local laws (and the laws of other nations where relevant), and UTAS ordinances, rules, policies, processes, governance level principles and standards.

Every UTAS social media site with internal or public access, in which students contribute content or messages, must be monitored and unlawful content breaching state, federal and/or local laws (and the laws of other nations where relevant) or UTAS ordinances, rules, policies, processes and governance level principles must be removed promptly. The site coordinator is responsible for monitoring site content and ensuring it meets content standards.

To ensure content meets mandatory requirements, refer to the content standards in the [Web Publishing Guidelines](#), the [Media Communications Policy](#) and the [1.10 Etiquette and conduct](#) section in these Social Media Guidelines. UTAS social media sites that breach the content standard will be removed or blocked.

1.6 Web Visual Standard

All sites on social media services centrally managed by UTAS must comply with certain elements of the [Web Visual Standard](#) to ensure the following requirements and benefits:

- provide consistent branding across all sites
- present a cohesive view of UTAS
- increase local, national and international recognition of the UTAS brand
- improve the professional image and perception of UTAS.

1.6.1 Header requirements

A top horizontal panel that contains:

Requirements	M or R	Legislation, policy, guideline or WCAG checkpoint/success criterion
A UTAS Home link is available - linked to the UTAS homepage at www.utas.edu.au	M	Web Publishing Guidelines
A UTAS Web Technology Home link is available – linked to a www.web-technology.utas.edu.au	M	Social Media Guidelines
A Request Access link is available – linked to information that covers both internal and external users or links to two separate online forms	M	Social Media Guidelines

1.6.2 Footer requirements

The following items must be included in the footer:

Requirements	M or R	Legislation, policy, guideline or WCAG checkpoint/success criterion
Authorised by xxx – where 'xxx' is the authorising entity – this must be the position title of the head of an organisational unit	M	Refer to Ownership and responsibilities
© University of Tasmania, Australia	M	Web Visual Standard
ABN 30 764 374 782	M	Web Visual Standard
CRICOS Provider Code 00586B – linked to www.utas.edu.au/cricos/	M	Australian Government ESOS Legislation
Terms of Use – linked to a statement of the Terms of Use	M	Social Media Guidelines

Requirements	M or R	Legislation, policy, guideline or WCAG checkpoint/success criterion
Privacy – linked to the Website Privacy Statement at www.utas.edu.au/privacy/	M	Personal Information Protection Act 2004 (Tas)
Copyright – linked to the Copyright Statement at www.utas.edu.au/copyright-statement/	M	Copyright Act 1968 (Cwlth)
Disclaimer – linked to the Website Disclaimer Statement www.utas.edu.au/disclaimers/	M	Web Visual Standard
Accessibility – linked to accessibility information at www.utas.edu.au/accessibility/	M	UTAS Accessibility Guidelines W3C WCAG1.0 and WCAG2.0 Disability Discrimination Act 1992 (Cwlth) with reference to the Disability Standards for Education Building an Inclusive Community: 2009-2010 University of Tasmania Equity and Diversity Plan
Site Feedback & queries – linked to a generic email address or accredited feedback page	M	Web Visual Standard
Last modified: xxx – add in the date the page was last updated	M	Web Visual Standard

1.7 Privacy

All content published on social media services managed and supported by UTAS must not only comply with the UTAS [Privacy Policy](#), but also with relevant state and federal privacy legislation.

All usage information collected from UTAS websites, web services, or Information and Communication Technology (ICT) facilities must comply with the UTAS [Privacy Policy](#) and the [Website Privacy Statement](#).

ICT Services delivered via social media services managed by UTAS are subject to the privacy considerations in the ICT Security Policy (under development) and the ICT Services and Facilities Use Policy (under development).

Where a staff member or student requires further information on the implications of privacy legislation they should contact the Legal Office.

1.8 Accessibility

All Australian educational institutions must comply with the [Disability Discrimination Act 1992](#) (Cwlth). All UTAS platform social media services and web pages must comply with the mandatory accessibility requirements in the [Web Publishing Guidelines](#).

1.9 Copyright and intellectual property

Only copyright material owned by, or licensed to, the University or the author of a site should be published on a social media site. Where content that is not owned by the University is to be used, a licence should be sought from the owner. Further information in relation to copyright and intellectual property can be found in the UTAS's [Intellectual Property Policy](#). Where a Staff member or student requires assistance in assessing ownership of content intended to be included on a University social media site, the advice of the Legal Office should be sought.

1.10 Etiquette and conduct

UTAS reserves the right to remove certain content such as illegal and offensive material. The protocols outlined below may provide assistance³.

³ Some of the following protocols are drawn from Australian Public Service Commission, Australian Government, APS Values and code of conduct in practice. Retrieved 1 June, 2010 from <http://www.apsc.gov.au/values/conductguidelines.htm>

Do:

- Be impartial and professional
- Join in, participate and edit other contributor's work with respect and sensitivity.
- Explain why edits were made to other contributor's work.
- Sign and date contributions and edits.
- Protect personal privacy and that of others by not including identifiable personal information (such as full names, email addresses, private addresses or phone numbers).
- Be positive, polite and give constructive feedback to other contributors.
- Keep comments relevant to the issues currently being discussed.
- Save contributions and edits in format and/or location before posting, in case of technical glitches.
- Use inclusive language.

Don't:

- Delete or damage other contributions.
- Infringe copyright or intellectual property rights.
- Post confidential or proprietary information.
- Use insulting, provocative or hateful language or post offensive, obscene, inflammatory, demeaning, defamatory, threatening or libellous comments.
- Post multiple versions of the same view.
- Pretend to be someone else when posting comments and content (tracking tools can track anonymous authors).

UTAS social media sites that breach etiquette and conduct requirements will be removed or blocked.

1.11 Time and commitment

Managing and participating in an effective social media environment takes time and commitment, particularly to maintain momentum, monitor content, respond to enquiries, support participants and encourage participation.

1.12 Breaches and misconduct

Social media sites on centrally-managed services that breach these guidelines will be removed or blocked.

Misconduct by a staff member will be managed through existing UTAS disciplinary procedures.

Misconduct by a student will be managed through the processes outlined in [Ordinance 9 - Student Discipline](#).

Breaches can be reported via the feedback link in the footer of social media service web pages.

2. Services that are not centrally managed and supported by UTAS

2.1 Purpose

In general, the use of alternative social media services is not recommended for the purposes of conducting UTAS business. Services that are not centrally managed or supported by UTAS (for example, those that are externally hosted and on platforms such as wikis on Wetpaint, Wikispaces and/or blogs on Edublogs) may pose significant risks. Investigation and careful consideration of these potential risks must be undertaken before making the decision to use the service. All contributors must be made aware of any issues before contributing.

Alternative services that are internally hosted pose a lesser risk but the cost and administrative load associated with adequately managing the service locally (e.g. back-up, service 'up time' etc) should be weighed carefully against the benefits of a service that is both managed and supported centrally.

2.2 Registering use of an alternative social media service

UTAS staff members who choose to coordinate and moderate a social media site for UTAS business purposes on an alternative service should gain approval from the head of their organisational unit. Details of the site and associated contact details must be registered with University Web & Learning Services who will maintain a directory of all such services.

To request a site on an alternative social media service, contact the ITR Service Desk:

- Email: service.desk@utas.edu.au
- Phone: 03 6226 1818 or 1300 304 903 (local call charge from within Tasmania, mobiles excepted).

2.3 Alternative service considerations

When choosing alternative social media services, the following issues need to be fully investigated and taken into consideration where possible⁴. University Web & Learning Services can provide advice on services but cannot provide any further support.

2.3.1 Purpose of the service

When considering the use of a social media service other than those that are centrally managed and supported it is important to consider first what the purpose of the site is and what you are trying to achieve. University Web & Learning Services can provide advice on choosing the most appropriate service.

2.3.2 Longevity of service provider

Is the company and service well established? Will it still be around in six months (or even one month)? Small social media sites regularly come and go. Even if a company does not cease trading, changes in ownership may seriously affect the business and the ability to access data and content. While this may be difficult to determine it is essential to consider this and have a backup strategy in place to guard against the loss of data.

2.3.3 Confidentiality

What is the service provider's policy about disclosing data, and does the policy and any associated guarantees satisfy requirements? As well as legislative obligations, additional specific requirements for confidentiality, such as intellectual property and licensed content, may be required. Check the terms of the 60400 license before using the service.

⁴ Adapted from the University of Edinburgh's Information Services Guidelines for Using External Web 2.0 Services. Retrieved 27 May, 2009, from <https://www.wiki.ed.ac.uk/display/Web2wiki/Web+2.0+Guidelines>.

Search engines can and probably will find, index and perhaps cache all the openly-accessible information uploaded. Using alternative services may provide less control over what is indexed and cached.

2.3.4 Ownership of data and intellectual property

To use some social media services (e.g. some discussion forums), agreement is required that contributions will be subject to:

- waiving of certain moral rights, e.g. the moral right to be identified as the author of their work
- granting very extensive rights to the service provider that enables the content, in whole or part, to be used in any form worldwide – this agreement may be unacceptable for research information or teaching material

Where a staff member or student requires further information on ownership of data and intellectual property, they should contact the Legal Office.

2.3.5 Security of data

What are the service provider's arrangements for protecting data from unauthorised accidental or deliberate access, amendment or deletion and for securely backing up data? What guarantees do the company offer, and are they sufficient to protect and ensure the integrity of any data?

2.3.6 Longevity of data

In some cases, the longevity of the information on the service may be important – what is the service provider's policy regarding 'idle' data that may be deemed to be abandoned and therefore deleted? If the information is to be kept for many years (e.g. because of research funding), does the alternative service provider have arrangements in place to ensure the long-term survival of the data despite risks such as technological obsolescence and software and data standard changes? Are other arrangements required to preserve the data?

2.3.7 Data access

Can data be retrieved or transferred from the external service and used elsewhere, or is data 'locked in' to the service? Suitable standard formats will not always exist, and support for exporting data to a competitor's service may not be available.

2.3.8 Data retention

If the data is not preserved or accessible on the external service provider's site, content may need to be backed-up and stored off-line or in a record management system. For further advice on record-keeping, including legal requirements, contact the UTAS Records Management Unit.

2.3.9 Takedown potential

Content posted to an external service may need to be taken down for a range of legal reasons, including defamation, breach of copyright or breach of privacy. Before signing up to a service, consider whether the terms of use and facilities will enable a quick takedown if required.

2.3.10 Performance

If there are performance problems, how ready is the service provider to address them? Are there any performance issues associated with the remoteness of the server (e.g. network bandwidth/congestion issues), which lie beyond the ability of the service provider to address? Is the site capable of providing access to your site for all contributors simultaneously?

2.3.11 Reliability

Is the service available as required, or does it have scheduled or unscheduled downtime? What would the impact be if this occurred in the middle of semester or the middle of a class practical? Will different time zones impact on reliability?

2.3.12 Support

What support provisions are in place? Support cannot be provided by the UTAS IT Service Desk for alternative services that are, by definition, not centrally managed or supported. Service provider support may not be sufficient for a range of reasons such as the means of access (e.g. telephone only), length of response times, and/or incompatible time zones to name a few. Will you be able to provide the support that users require?

2.3.13 User authentication

It is not possible to extend UTAS authentication mechanisms or systems to alternative services, in particular those that are external to UTAS. Careful consideration must be given to how this will be managed.

How are users authenticated into the system? What identity do they hold? How are accounts created? Is the level of access control adequate – in other words, is there control over what people can do with, and to, the information at a sufficiently detailed level? In general users should be advised not to use their UTAS credentials on external sites where security of these details may be an issue.

2.3.14 Functional stability

Functionality, usability, accessibility, etc., will need to satisfy requirements. If a service provider notifies that its terms of service have changed, does the change affect risk assessment of any of the issues mentioned in these guidelines?

2.3.15 Student assessment

If material stored within alternative services is the basis for assessing students (e.g. an external blog or wiki), consider the security of their work in terms of all UTAS policies and procedures including assessment and records management. Some of the issues needing clarity may include:

- Is it possible to make changes to the material after the submission deadline?
- What tracking is possible?
- What level of visibility does the work have to other students, and is this appropriate?
- What process would be undertaken if a student alleges that they submitted work but 'it's not there now'?
- Has the work been changed since it was posted?
- Has the work been commented on inappropriately or unfairly?
- What is the impact if the external site is unavailable for some reason?
- How long will the assessed material need to be kept?

2.3.16 Informing users

When requesting or requiring others to participate in alternative social media services, users must be provided with appropriate information. Some of the items to consider mentioning are:⁵

- state clearly that the service is provided by an external service provider (where applicable), giving the provider's name, contact details and location
- advise that the service provider's terms and conditions must be read carefully

⁵ Adapted from the University of Edinburgh, 2008, Guidelines for Using External Web 2.0 Services. Retrieved 27 May, 2009, from <https://www.wiki.ed.ac.uk/display/Web2wiki/Web+2.0+Guidelines>.

- draw attention to any points in the terms and conditions that are particularly significant in the context of the use of the service for UTAS business, including privacy, copyright and/or intellectual property
- give clear advice on what information is collected by, or is accessible to UTAS, and what information is collected by, or is accessible to, the service provider or to a third party
- explain what information, if any, will be generally accessible on the internet
- describe any 'rule' governing contributions to the service
- provide clear instructions on how users can report any material that should be taken down, whether because it is personal information that they do not want in the public domain, or because it involves defamation, a breach of copyright or other cause for concern
- advise how to opt out of marketing or advertising material
- inform users of any cookies or usage monitoring that the service provider uses and how they can opt out of this, and
- advise how users can post information to the site without being identified from that information
- advise users to keep copies or back-ups of contributions if there is any risk of data loss or the service becomes unavailable.

If after careful consideration of the issues the decision is made to use an alternative social service, then the remaining guidelines should be followed.

2.4 Brand guidelines

If the social media site using an alternative service is set up for the purposes of UTAS business such as marketing, collaboration, teaching and learning, or research, this site can use the UTAS logo providing the following mandatory requirements are met:

Requirements	Legislation, policy, guideline or WCAG checkpoint/success criterion
Approval of the Director, Events and Protocol, must be obtained for the use of the UTAS logo	Web Publishing Guidelines
The logo must be used without modification of proportions, colour or size	The UTAS logo is a registered trademark and therefore must not be changed or altered in any way; this includes the addition of College, Faculty, Institute or School names intended for print use only.
The logo must have a text equivalent (e.g. alternative text within the 'alt' attribute of the image tag) if the alternative service allows for this	WCAG 2.0 Success Criterion 1.1.1 (Level A)
The logo must only appear once on each page (if the alternative service allows for this)	Web Publishing Guidelines

Brand architecture for faculties and schools (i.e. UTAS logos that have been modified to include the name of a College, Faculty Institute or School) must not appear on social media sites as these are designed for the back cover of printed publications only.

For further information about the use of the UTAS logo, contact the Director, Events and Protocol.

2.5 Content standard

Refer to the section on the [1.5 Content Standard](#) for centrally-managed social media services.

Any site created on alternative social media services, by UTAS staff and/or students for the purposes of conducting UTAS business, must be monitored and content that breaches state, federal and local laws (and the laws of other nations where relevant), and UTAS ordinances, rules, policies, processes, governance-level principles must be removed promptly.

To ensure content meets mandatory requirements, refer to the content standards from the [Web Publishing Guidelines](#) and the section on [1.10 Etiquette and conduct](#) in these Social Media Guidelines. Alternative social media sites that breach the content standard will be blocked or removed where possible.

2.6 Web Visual Standard

Social media sites on alternative services should improve the professional image and perception of UTAS through:

- providing consistent branding elements, and
- increasing local, national and international recognition of the UTAS brand.

If a UTAS logo is required on the alternative service refer to the information under [2.4 Brand guidelines](#). Other requirements for alternative services are links as outlined in the following table:

Requirements	M or R	Legislation, policy, guideline or WCAG checkpoint/success criterion
The alternative site must include a link to the UTAS homepage at www.utas.edu.au	M	Web Publishing Guidelines
A footer containing 'Authorised by xxx', where 'xxx' is the authorising entity; this must be the position title of the head of the relevant organisational unit (Where customisation of a footer is not possible this should appear in another prominent location)	M	Refer to Ownership and responsibilities

2.7 Privacy

All content published on UTAS social media services must comply with not only the UTAS [Privacy Policy](#), but also relevant state and federal privacy legislation.

UTAS is bound by the Personal Information Protection Act 2004 (Tas), be aware that a breach of the Act may occur if users can be identified from their personal data published on an alternative service. If UTAS staff and students use an alternative social media service for UTAS business and that service collects information, the type of information collected and how that information is used must be disclosed by the service.

Where a staff member or student requires further information on the implications of privacy legislation they should contact the Legal Office. For advice on establishing privacy statements for alternative services, contact UTAS Governance and Legal.

2.8 Accessibility

All Australian educational institutions must comply with the [Disability Discrimination Act 1992](#) (Cwlth). All UTAS social media sites on externally-hosted social media services must comply with the mandatory accessibility requirements in the [Web Publishing Guidelines](#).

2.9 Etiquette and conduct

Refer to the information provided under [1.10 Etiquette and conduct](#) for social media services that are centrally managed by UTAS.

2.10 Breaches and misconduct

Misconduct by a staff member will be managed through existing UTAS disciplinary procedures.

Misconduct by a student will be managed through the processes outlined in [Ordinance 9 - Student Discipline](#).

3. External social media services or applications

3.1 Purpose

Other social media services or applications may be used for UTAS business such as marketing, collaboration, teaching and learning, and research purposes, these include MySpace, LinkedIn, YouTube, Facebook, Twitter, etc.

3.2 Considerations

Considerations outlined in the previous section should also be taken into account when choosing to use any external social media application.

3.2.1 Purpose of the service

When considering the use of a social media service or applications it is important to take into account what other activities are already being undertaken and whether it is more appropriate to collaborate on an existing site. For example sites created for marketing UTAS should demonstrate a common purpose and work together to achieve the best outcomes or risk diluting the marketing message. This also helps to enhance the reputation of a given site as being authoritative.

It is also important to consider what you are trying to achieve. University Web & Learning Services can provide advice on choosing the most appropriate service.

UTAS IT Resources cannot provide support for external social media applications.

3.3 Brand guidelines

The same requirements apply as outlined under [2.4 Brand guidelines](#). In general it is unlikely that much customisation of a site will be possible but it should be attempted.

3.4 Content standard

Refer to [1.5 Content standard](#) for centrally-managed social media services.

Any site created in an external social media application, by UTAS staff and/or students for UTAS business, must be monitored and content that breaches state, federal and local laws (and the laws of other nations where relevant), and UTAS ordinances, rules, policies, processes, governance level principles must be removed promptly.

To ensure content meets mandatory requirements, refer to the content standards from the [Web Publishing Guidelines](#) and [1.10 Etiquette and conduct](#) in these guidelines. UTAS sites created in social media applications that breach the content standard will be removed where possible.

3.5 Web Visual Standard

Refer to the section in [2.6 Web Visual Standard](#).

3.6 Privacy

Extreme care should be taken to ensure that use of the social media application complies with all relevant requirements for privacy as outlined in [2.7 Privacy](#).

3.7 Etiquette and conduct

Refer to the information provided under [1.10 Etiquette and conduct](#) for social media services that are centrally managed by UTAS.

3.8 Breaches and misconduct

Misconduct by a staff member will be managed through existing UTAS disciplinary procedures.

Misconduct by a student will be managed through the processes outlined in [Ordinance 9 - Student Discipline](#).

Personal use of external social networking services

Content published on external social networking services in a private capacity by UTAS staff and students may be publically available on a permanent basis and needs to clearly indicate that the contribution is as a private individual and not as a representative of UTAS. After content is published online, no control can be exercised over how this content is used or modified or where it is available.

Representation of personal opinions as being endorsed by UTAS is strictly prohibited. In addition, the UTAS name or logo cannot be used to endorse or promote private opinions, products, services or causes. Refer to the [Media Communications Policy](#) for more information.

Relevant UTAS Ordinance Rules and/or GLP Number

- [Risk Management](#) (GLP2)
- [Ordinance 9 - Student Discipline](#)
- [Public Relations and Communications](#) (GLP8)

Relevant state and federal government legislation

- [Anti-Discrimination Act 1998](#) (Tas)
- [Archives Act 1983](#) (Tas)
- [Australian Government ESOS Legislation](#)
- [Copyright Act 1968](#) (Cwlth)
- [Disability Discrimination Act 1992](#) (Cwlth)
- [Education Services for Overseas Students \(ESOS\) Act 2000](#) (Cwlth)
- [Fair Trading Act 1990](#) (Tas)
- [National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007](#)
- [Personal Information Protection Act 2004](#) (Tas)
- [Trade Practices Act 1974](#) (Tas).

Supporting and related documents, policies, procedures and guidelines

- [AARNet \(Australian and Academic Research Network\) Policy on Allowed Access](#)
- [Building an Inclusive Community: 2009-2010 University of Tasmania Equity and Diversity Plan](#)
- [Code of Conduct](#)
- [Copyright Statement](#)
- [Delegations Register](#)
- [ICT Security Policy](#)
- [ICT Services and Facilities Use Policy](#)
- [Intellectual Property Policy](#)
- [IT Services and Facilities Use Agreement](#)
- [Media Communications Policy](#)
- [MyLO Privacy Statement](#)
- [Privacy Policy](#)
- [Records Management Policy](#)
- [Web Policy](#)
- [Web Publishing Guidelines](#)
- [Website Disclaimer Statement](#)
- [Website Privacy Statement](#)
- [World Wide Web Consortium \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 1.0](#)

- [World Wide Web Consortium \(W3C\) Web Content Accessibility Guidelines \(WCAG\) 2.0.](#)

Acknowledgements

Australian Public Service Commission, Australian Government, Circular 2008/8: Interim Protocols for Online Media Participation. Retrieved 15 May, 2009 from <http://www.apsc.gov.au/circulars/circular088.htm>.

University of Edinburgh, Guidelines for Using External Web 2.0 Services. Retrieved 27 May, 2009, from <https://www.wiki.ed.ac.uk/display/Web2wiki/Web+2.0+Guidelines>.

University of Edinburgh Wiki: Help and Guidance, Wiki Etiquette. Retrieved 8 April, 2009, from <https://www.wiki.ed.ac.uk/display/CONF25/Etiquette>.

Glossary

Term	Definition
AARNet	Australian and Academic Research Network (http://www.aarnet.edu.au/)
Copyright infringement	Authorisation occurs where a person or body sanctions, approves or allows conduct that infringes copyright in a situation where they had the ability to control or prevent the infringement.
Content	Includes text, images, non-html files (such as PDF, Word and RTF documents), metadata, sound, pictures, animation, video, software, chat, etc, whether combined or separately used on a website
CRICOS	Commonwealth Register of Institutions and Courses for Overseas Students
ITR	Information Technology Resources
Organisational unit	Any College, Faculty, School, Division, Department, Centre, Institute, formal discipline group, university business enterprise or other discrete body where there is a direct or indirect reporting line to the Vice-Chancellor.
Screen reader	A software program that reads the contents of the screen aloud to a user. Screen readers are used primarily by individuals who are visually disabled
Search engine ranking	The ranking given to a search term in a results list produced by a search engine
Site approver	A staff member who approves the website content created or updated by a site author.
Site author	A staff member who creates or edits content on the website.
Site authoriser	The head of a UTAS organisational unit who is responsible for that organisational unit's website.
Site coordinator	A staff member who manages the site and may also be the site approver (Note: this person must NOT be the Site Authoriser as identified in the footer).
Site user	Also known as a site visitor, a site user visits a site and attempts to find information or interact with the site
UWCMS	University Web Content Management System
URL	Stands for Uniform Resource Locator. It specifies where a website can be found and provides a mechanism for retrieving it
Virtual server	A fully functioning web server that resides within the UTAS name space
W3C	World Wide Web Consortium
W3C WCAG	Stands for World Wide Web Consortium Web Content Accessibility Guidelines. These two sets of guidelines (1.0 and 2.0) help website content to be accessible by a range of site users.
Web address	Refers to the address of the web page e.g. www.utas.edu.au/council . A web address is also known as a URL
Web-based social media	Refers to a range of web-based tools that facilitate communication, information sharing and interaction e.g. wikis, blogs, social-networking sites, etc
Web browser	Software that enables a site user to display and interact with content on a web page
Web page	Contains information and can be accessed through a web browser and displayed on a computer screen
Website	A collection of related web pages usually accessible via the Internet

About this document

Title	Social Media Guidelines
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Authors	Julie-Ann Hart & Melanie Pittard, University Web & Learning Services, IT Resources

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Version	Release date	Comments
0.1	June 2009	Draft for release to University Web Services for comment
0.2	August 2009	Draft for release to members of WebSOG working groups for comment
0.3	September 2009	Draft for release to members of WebSOG
0.4	October 2009	Revision following WebSOG for referral back to Web 2.0 Working Group and Web Marketing Working Group for further consultation and development
0.5	November 2009	Revised to bring into line with final versions of the Web Policy & Web Publishing Guidelines
0.6	March 2010	Comments from W2WG , CALT & Web Services Support Officers incorporated
0.7	April 2010	Final draft based on all comments & feedback for presentation to WMWG
1.0	May 2010	Final version for approval by WSSC
1.1	August 2010	Revised version for approval by WSSC