Social Media Policy

Responsible Officer  Executive Director, Marketing and Communications
Approved by  Vice-Chancellor
Approved and commenced  December, 2014
Review by  December, 2017

Relevant Legislation, Ordinance, Rule and/or Governance Level Principle  Open to Talent: Strategic Plan 2012 Onwards

Responsible Organisational Unit  Office of Marketing and Communications

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Social Media Policy

1 Objective

The University of Tasmania (University) recognises that social media is an important and effective way to engage the University community and the community at large.

While the use of social media poses some risks, its benefits are significant. This policy provides guidelines for the appropriate use of social media within a University context, recognising that this usage can build positive and effective links within and outside the University community.

The objectives of this Policy are to:

- Encourage the appropriate use of social media at the University of Tasmania
- Protect the image and brand of the University against potential harm
- Through the appropriate use of social media, enhance the University’s profile and reputation as a provider of world-standard teaching, learning and research and its role as a significant contributor to the economic, social and cultural life of Tasmania.

2 Scope

This policy applies to all:

- All staff members, students and any other persons who are representing the University in an official capacity on internal or external social media platforms.
- Academic staff members who are updating research or issuing expert comment based upon and informed by their specific area of academic expertise.

Exclusions

This policy does not apply to the personal use of social media by any staff members or students at the University, although it should be noted that the guidelines contain broadly applicable advice for appropriate use of social media and that they can therefore be used as a guide for new social media users generally.

This policy does not provide information on how to use social media platforms (how to establish an account; how to post information; etc.).

3 Policy Provisions

3.1 Categories of Social Media

This policy applies to:

(a) Internal social media

Internal social media includes blogs, wikis, forums and other platforms that are centrally managed, supported and moderated by the University. These may be internally or externally hosted;
3.2 Planning and use of social media

The University recognises that the legitimate use of social media has a role to play in supporting teaching, research, administrative and alumni activities, marketing to prospective students and communicating with current students. Use of social media should accord with this policy.

Procedures and instructions have been established based on this policy to assist staff and students in the safe and effective use and management of social media. These cover topics including moderation and dispute resolution, best practice engagement, personal safety and etiquette.

3.3 Creating social media accounts and content

All University ordinances, rules, regulations, policies and procedures that relate to staff and student conduct, activities or practices also apply to such conduct, activities and practices that take place in a social media environment.

Staff and students are personally responsible for all content or information they place on or upload to social media channels.

Staff and students are required to abide by the Terms of Service for each individual social media platform.

An account to be created in the name of the University or with University branding on a specific social media platform (e.g. YouTube, Twitter) should only be created by and operated through the Office of Marketing and Communications.

All officially recognised social media accounts may be publicly listed by the University on the University website.

3.4 Guidelines for the use of social media

Please refer to the Social Media Guidelines.
4 Responsibilities

(a) The Office of Marketing and Communications (OMC) Executive Director is responsible for:
   - Implementation of this Policy
   - Compliance with this Policy

(b) The Vice-Chancellor is responsible for:
   - Monitoring and evaluation of this Policy
   - Development and/or review of this Policy

(c) The Director, Corporate Affairs; Director, Corporate Marketing and/or Web Services Manager are responsible for:
   - Interpretation of this Policy
   - Advice on this Policy
   - Records and Information supporting the activities of this policy will be created, managed and retained in accordance with University Records Management Policy, Procedures and Guidelines.

5 Definitions and Acronyms

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<thead>
<tr>
<th>Term/Acronym</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Organisational Unit</td>
<td>College, Faculty, School, Centre, University Institute, other University Entity, Division, Section or University Business Enterprise.</td>
</tr>
<tr>
<td>Authorised spokesperson</td>
<td>A person who is authorised to comment for and on behalf of the University in specific areas of responsibility, to be established by and through The University's Ordinance or Delegation of Authority.</td>
</tr>
<tr>
<td>Expert Comment</td>
<td>Expert or informed comment provided by a University staff member based upon and informed by their specific area of academic expertise.</td>
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6 Supporting Documentation

- Delegations Policy and Schedules
- Media Policy

7 Versioning

| Former Version(s) | Version 1 – Social Media Policy (current document); approved December, 2014. Amended in December 2016 to incorporate Colleges. |