University Social Media Account Procedure

Version 2 – Approved 13 April 2023

Contents

Purpose

This procedure describes how University social media accounts are managed, including:

    a)   how new accounts are created

    b)   requirements for content

    c)   moderation of accounts and response management

    d)   security requirements.

Applicable governance instruments

Instrument	Section	Principles
Communications and Brand Policy	Communication Brand	1.1, 1.3, 2.2, 2.3
Data and Information Governance Policy	Privacy Cyber Security Data and information management	1.2, 1.3, 1.4, 1.5, 1.6 2.1, 2.4 4.4
Risk Management and Business Resilience Policy	Crisis management	3.2
Privacy Act 1988 (Cth)		

Definitions and acronyms can be found at: https://www.utas.edu.au/policy/policy-definitions
Related policy and procedures can be found at: https://www.utas.edu.au/policy

Procedure

1. Introduction

The objectives of this procedure are to support and guide the use of social media to grow the University's positive reputation while mitigating risk to the University.

University social media accounts are those established in the University name or in the name of an area, institute etc of the University.

This procedure applies to the following types of University social media accounts:

a) Main accounts – accounts in the name of the "University of Tasmania" and managed and operated by the Marketing Office.

b) Satellite pages - accounts in the name of an area, institute, specific location, facility etc of the University (eg UTASLife) and managed and operated by University community members from those areas.

This procedure applies to external applications and websites created for social networking including Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat, WeChat, Weibo, TikTok, Little Red Book and any other similar new and emerging platforms. It does not apply to:

- Blogs, wikis, forums, apps and intranet pages - refer to the University's *Web Content Management Procedure*.
- Personal social media accounts, including those used to promote individual work conducted at the University. Inappropriate use of personal accounts by University community members that is directly related to their employment at the University, may be subject to the *Behaviour Policy* and procedure.

Further information regarding the University's social media strategy, operational guides and other resources are located on the [Social Media page](#) of the staff intranet including:

- [Requirements for content posted on University of Tasmania social media accounts](#)
- [Instructions and guidance for social media use](#)
- [Photography for social media 101](#)

2. Creating new satellite accounts and pages

Prior to creating a new University social media satellite account or page, approval must be obtained from the Marketing Office (by submitting a request in [Service Now](#)). The request must include the following information, supported by documentation where possible:

a) A clearly defined objective for the account.

b) An explanation as to why the objective or audience cannot be served by an existing social media account.

c) Data showing that the proposed social media platform is the best way to reach this audience and objective.

d) A commitment that a staff member or team will be able to dedicate sufficient time to running the account and will attend monthly social media workshops, as required.

e) Evidence that the area, location, facility etc represented by the account is distinct and well-recognised, and the creation of the page will not cause brand confusion.

3. Content Requirements

3.1. Main accounts

Only the Marketing Office can publish content on the University main accounts. A staff member seeking to add content to a main account, must submit a request to the Marketing Office through Service Now. To maintain a diverse social media presence, the Marketing Office may limit the number of posts on a particular topic in line with a content plan to support the University's social media strategy. The content guide on the Social Media intranet page details the types of content that will and will not be considered.

3.2. General principles

The following general principles apply to content published on both main accounts and satellite pages:

a) Content – Content should be designed to fulfil the objectives of the channel, reach the identified audience and achieve set metrics of success. These metrics should be defined in a social media strategy outlined for each account, and may include reach, link clicks or other definable impacts of the account.

b) Copy – Copy written for social media should be less formal than that used, for example in print materials. Copy should be tailored to the specific social medial platform, including the tone and objectives of the platform.

c) Images and video – Only images and videos owned by or licensed to the University can be used on social media accounts. Images and videos must be of high quality, must be a true reflection of the subject or activity and support the objectives of the account or page.

d) Accessibility – the social media content must be accessible to as many users as possible by following the accessibility information available on the Social Media intranet page.

3.3. Specific types of content

a) Event promotion

University events can be promoted using social media, either through paid promotion or shareable link. Requests to create an event page on social media must be made to the Marketing Office (through Service Now) outlining the rationale and explaining how the proposed page will reach the target audience.

b) Paid content

Paid social media content includes marketing activity such as event advertising, campaigns for specific courses, "boosting" (paying for specific content in order to help reach a target audience) and other paid advertising activity. Paid marketing activity must only be carried out on the main University of Tasmania social media accounts. Requests to conduct paid marketing campaigns on social media must be made to the Marketing Office (through Service Now) outlining the rationale.

4. Management, moderation and response management

4.1. Management

When managing a University social media site, staff must comply with all University policies and procedures including the *Behaviour Policy* and procedure and ensure they:

a) comply with all laws e.g. copyright, privacy, defamation, harassment, discrimination and human rights

b) engage only in courteous and respectful discussion and respect others' rights to their own opinions and beliefs

c) do not publish content that is defamatory, false or misleading

d) do not disclose information that is confidential

e) do not post comments or encourage comments that are racist, offensive, sexist, obscene or incite hate

f) do not impersonate another student, staff member or associate of the University

g) do not post identifiable images without the permission of the individual/s.

4.2. Moderation

Accounts must be regularly moderated by the person or team managing the account to ensure that questions are promptly answered, comments that pose a legal risk to the University are effectively moderated and stakeholder concerns or inaccuracies are responded to. Social media accounts should be reviewed for comments and private messages at least twice a day as follows:

4.2.1. Comments

The University may be liable for defamatory and other comments made on its social media accounts.

The Marketing team will monitor comments to ensure they are respectful, consistent with the University's values and in no way could be considered defamatory. Any comment that is considered disrespectful, inconsistent with the University's values or potentially defamatory will be hidden. Other additional moderation measures may also be implemented including:

i. adding controversial terms to a "blacklist"

ii. implementing more frequent moderation checks of accounts where "blacklisted" terms have been referenced on comment threads

iii. regularly moderating users who have used "blacklisted" terms.

4.2.2 Private messaging

Private messages should be responded to promptly, with most replied to within 24 hours of receipt (on working days). Where possible, the response should be given on the same platform as the message, unless another medium (such as email, phone call) is necessary for privacy reasons.

4.3. Review process

Offensive or unlawful (including defamatory) content or activity that requires removal, or other content that requires an action or response, must be escalated, firstly to the relevant manager and then to communications.office@utas.edu.au and/or the Safe and Fair Community Unit as required.

Any Defamatory comments require removal, including unsubstantiated claims of wrongdoing against an individual or group or any unsubstantiated claims that would be reasonably expected to damage the reputation of someone. Content that might require a response or other action might include a prominent figure publishing an alternate view to a University decision, news related to events on University property etc. Actions might include publishing an accurate, institutional response to comment, or initiating direct communication with a stakeholder.

5. Security management

All social media accounts must be password protected and have two factor authentication applied for all users. All passwords should be strong and regularly changed and should use University email addresses rather than personal email accounts. Where possible accounts should be connected to multiple email addresses, or to a shared email address.

Account access, particularly where access is granted via a personal account (for example LinkedIn and Facebook) should be reviewed every 3 months, and after any team changes.

6. Audit of existing accounts

The Marketing office will review satellite accounts from time to time to assess whether the account is still required or whether it should be consolidated within the University's corporate accounts.

Related procedures

N/A

Versions

Version	**Action**	**Approved by**	**Business owner/s**	**Approval Date**
1	Approved	Vice-President, Strategy, Marketing and Finance	Chief Marketing Officer	5 April 2022
2	Approved	Vice-President, Strategy, Marketing and Finance	Chief Marketing Officer	13 April 2023