Social Media Guidelines  
School of Health Sciences

The University has strict Social Media Guidelines for staff and students engaging in online communication via:

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

All UTAS staff and students should read and clearly understand the Social Media Guidelines prior to engaging in online communication.

Hints for Using Social Media

1. **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. Users therefore need to clearly indicate that the contribution is as a private individual and not as a representative of UTAS.
   - Always remember that, once content is published online, no control can be exercised over how this content is used or modified or where it may become available.

2. **Responsible practice:**
   - Being impartial and professional.
   - Participating and editing other contributor’s work with respect and sensitivity.
   - Explaining why edits were made to other contributor’s work.
   - Signing and dating contributions and edits.
   - Protecting personal privacy and that of others by not including identifiable personal information (such as full names, email addresses, private addresses or phone numbers).
   - Being positive, polite and giving constructive feedback to other contributors.
   - Keeping comments relevant to the issues currently being discussed.
   - Saving contributions and edits in format and/or location before posting, in case of technical glitches.
   - Using inclusive language.

3. **Irresponsible practice:**
   - Deleting or damaging the contributions of others.
   - Infringing copyright or intellectual property rights.
   - Posting confidential or proprietary information.
   - Using insulting, provocative or hateful language or posting offensive, obscene, inflammatory, demeaning, defamatory, threatening or libellous comments.
   - Posting multiple versions of the same view.
   - Pretending to be someone else when posting comments and content.

**Irresponsible use of social media by a student** is addressed under Ordinance No. 9 Student Discipline.

**Useful Links:**

- Social Media Guidelines for Nurses  Royal College of Nursing Australia
- Social Media and the Medical Profession - A guide to online professionalism  Australian Medical Association