Monash University Procedure

Procedure Title	Social Media: Staff and Associates Use Procedures
Parent Policy	Social Media Policy
Date Effective	17-October-2016
Review Date	17-October-2019
Procedure Owner	Chief Marketing Officer, Strategic Marketing and Communications
Category	Operational
Version Number	1.3
Content Enquiries	socialmedia@monash.edu
Scope	All Australian campuses Monash University Malaysia All media communications (from Australia, Monash University Malaysia and Monash South Africa) (In this policy and its procedures, references to Monash University or the University include Monash University Malaysia or Monash South Africa [MSA].)
Purpose	To provide the Monash community with a guide to the appropriate use of social media.

PROCEDURE STATEMENT

Social media is an important tool of professional and business engagement and a powerful means of communication. The University encourages the use of social media by staff and associates to engage with students, researchers, business partners, alumni, colleagues and other stakeholders.

While social media allows for expanding the research of our professional efforts and enabling others to share information with their friends and networks, it is important for staff and associates who use social media as part of their job or in a personal capacity to understand the University' expectations.

The purpose of this procedure is to advise staff and associates about the University's expectations when creating and engaging with social media sites, and on the general use of social media where there is an identifiable connection with Monash University.

This procedure applies to all staff, contractors, and associates of the University's Australian campuses.

This procedure should be read in conjunction with the Guidelines for a Successful Social Media Presence.

1.   Use of Social Media

Monash University uses social media to help the University facilitate interaction between students, staff, collaborators, parents, prospective students, alumni, friends and supporters, and for direct education, research and business purposes. Social media is also an extremely effective tool for dealing with crisis management in order to communicate swiftly and to a large network at short

notice, and authorised spokespeople will engage with Monash official social media in the event of a crisis.

There are a number of official University social media presences, which have restrictions on the creation and posting of content. These sites are managed on behalf of the University by Strategic Marketing and Communications (SMC).

Staff and associates may engage with official University social media sites in compliance with this procedure, and in keeping with the mission and best interests of the University. Contributions must be topically related to the particular site or blog article.

2. Other Social Media with a connection to Monash University

The use of social media by staff and associates will have a "connection with Monash University" (and be covered by this procedure) in each of the following circumstances:

- if the social media site is established or used as a Monash University social media site, including for education, research and collaboration purposes;

- if the content of the social media is specifically about Monash University or its staff or students, in whole or in part; and/or

- if a person identifies themselves as being associated with Monash University (e.g., as a staff member or associate).

Staff and associates must read and observe the following before creating a social media presence that has a connection with Monash University:

1. Any social media site that intends to represent the University in whole or in significant part, must be registered and approved by the Strategic Marketing and Communications. Please contact Strategic Marketing and Communications for advice.

2. All social networking sites that represent the University in whole or in part shall clearly indicate that they are maintained by Monash University and shall have Monash University contact information prominently displayed. They must also be registered with Strategic Marketing and Communications (link to Google doc).

3. Social media tools provided by Monash or those contracted through third party providers shall also clearly indicate their Monash affiliation, where technically possible.

4. Where sites represent the University, content owners are responsible for monitoring and maintaining web content in conformity with the Monash Editorial Style Guide and Web Style Guide. Guidance should be sought from Strategic Marketing and Communications (SMC).

5. The University reserves the right to restrict or remove any content that is deemed in violation of this procedure.

3. Professional Use of Social Media

Staff representing the University in a professional capacity in social media must conduct themselves at all times as representatives of the University and in accordance with all HR Workplace and media policies. This includes disclosing themselves as staff of the University and using an approved official account.

For further information refer to Guidelines for a Successful Social Media Presence. Conduct of staff should be in accordance with the Conduct and Compliance Procedure - Representing Monash (Public Utterances).

3.1. **Spokespeople**

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The following staff are authorised to act as spokespeople for Monash University and provide an institutional voice in content and comment on social media:

- Monash University management / operational matters:

Vice-Chancellor, Provost and Senior Vice-President, Chief Operating Officer and Senior Vice-President, and authorised Office of Strategic Marketing and Communications staff. Other staff such as Deans or Faculty Managers may be authorised as spokespersons following advice from the Office of Strategic Marketing and Communications/ Group Manager, Media, Social and Reputation.

Additional communications to staff and students regarding general faculty matters such as events and class times can be made via social media channels by authorised social media coordinators and communications staff (with prior approval of content); or senior staff as nominated by the faculty, school or centre.

- Monash University academics who are considered expert within a particular field of research or education are encouraged to engage in all media channels, including social media, particularly when news or social interest in the public domain has made their area of expertise topical and there is opportunity to make a valuable contribution to community discussion. (See 32 Expert Comment)

3.2. Expert Comment

The University recognises and protects the concept and practice of freedom of opinion and expression as essential to the proper conduct of teaching, research and the pursuit of scholarship. This right carries with it the duty of staff and associates to use the freedom in a manner consistent with a responsible and honest search for knowledge and truth, grounded in scholarly evidence.

Where members of the University offer public comments, it is expected that the comments will relate directly to the individual area(s) of expertise of their appointments. In that case, staff members/associates may use the University's name and give the title of their University appointment in order to establish their credentials. This does not restrict the right of a staff member or associate to freely express opinions in their private capacity as an individual member of society, but statements made in this context should not include the University's name, or the title of the person's University appointment.

The above should be read in conjunction with the Media Policy and Conduct and Compliance Procedures - Representing Monash (Public Utterances) and Guidelines for a Successful Social Media Presence.

For further guidance on expert commentary please contact the Media & Communications department at media@monash.edu

4. Personal Use of Social Media

The University does not intend to unduly restrict its staff members' use of social media in their personal lives. However where a staff member makes identifiable personal use of social media, this can have a significant impact on the University's reputation and other interests, directly or indirectly. Accordingly, staff members who engage in identifiable personal use of social media must minimise the risk of damage to Monash University.

Staff members are personally responsible for use of social media in a personal capacity, including for the content they publish.

5. Use of Social Media by Monash Associates

Associates of the University should only represent the University in social media or cite their Monash connection if it is consistent with, or forms part of, their University association (i.e. the role or activity

the associate is engaged or appointed to undertake), or if they have prior approval from the University. In all other circumstances, the associate should not identify as part of the Monash community and should engage with social media as an independent person.

For further information see Guidelines for a Successful Social Media Presence. The conduct of associates on social media should conform to the Conduct and Compliance Procedures - Representing Monash (Public Utterances).

6. Use of images and / or video

In most cases, prior permission (i.e. a release) must be obtained to post, share or distribute images of individuals whose images are identifiable. For that reason, it is always best to use content, such as photographs or videos, obtained by University representatives specifically for the purpose of posting or distribution. Strategic Marketing & Communications provides release forms and these are available as general and student specific release forms for images and video. For advice please contact Strategic Marketing and Communications.

Staff members or associates should not post content that might be embarrassing to an individual or that could be construed as placing an individual in a negative or false light.

Staff members or associates should not post content that might cause someone to believe that his/her name, image, likeness or other identifying aspect of his/her identity is being used, without permission, for commercial purposes.

Special care must always be taken when dealing with images of "special populations", e.g. minors, patients or research subjects. Stringent legal requirements apply. Generally speaking, such images should never be used for social media posting or distribution.

For more information about the approved use of imagery in publications, social media and online, please see the image use guidelines (link).

Rules, Prohibitions and Managing issues in Social Media

This section refers to the expected behaviour of staff and associates in the use of social media. Staff and associates breaching these expectations through social media use may face appropriate disciplinary action as detailed below.

7. Rules for Use of Social Media

In professional use and identifiable personal use of social media, staff must:

    a)   only disclose and discuss publicly available information;

    b)   ensure that all content published is accurate and not misleading;

    c)   ensure that all content published complies with all relevant policies of the University;

    d)   expressly state on all postings that the stated views are their own and are not those of the University (unless they are officially authorised by the University under the relevant procedure);

    e)   be professional in nature;

    f)   adhere to the Terms of Use of the relevant social media platform/website; and

    g)   comply with the laws of copyright, privacy, defamation, contempt of court, discrimination and harassment, and all other applicable laws.

When accessing social media via the University's Internet, intranet and extranet systems, staff members must do so in accordance with Monash University's Information Technology Use Policy - Staff and Other Authorised Users, which requires that staff use these resources in a manner that is reasonable, responsible, ethical and lawful.

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8. Specific Prohibitions

In professional use and identifiable personal use of social media, staff must not:

- make any comment or post material that is, or might be construed to be, offensive, obscene, defamatory, discriminatory, hateful, racist or sexist towards any person;

- make any comment or post material that creates, or might be construed to create, a risk to the health and safety of a staff member, contractor, student or other person, including material that amounts to "unacceptable behaviour" such as bullying, psychological or emotional violence, coercion, harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure;

- make any comment or post material that infringes copyright, is fraudulent, breaches intellectual property rights, constitutes a contempt of court, constitutes stalking, breaches a Court suppression order, or is otherwise unlawful;

- imply that they are authorised to speak as a representative of the University, nor give the impression that the views they express are those of the University (unless they are officially authorised by the University under the relevant procedure);

- use the identity or likeness of another employee, contractor, student or other stakeholder of the University;

- use or disclose any confidential information obtained in their capacity as an employee or contractor of the University;

- subject to the Conduct and Compliance Procedure - Representing Monash (Public Utterances) make any comment or post material that might otherwise cause damage to the University's reputation or bring it into disrepute;

- use profane or offensive language or content;

- include sexually explicit or pornographic content or links to sexually explicit or pornographic content;

- include information that may tend to compromise the safety or security of the public or public systems;

- include solicitations of commerce; and

- use the Monash Name or crest of logo unless prior approval from the Office of Strategic Marketing & Communications has been obtained.

9. Managing and reporting issues in Social Media

If a significant issue arises within social media, particularly one affecting or implicating the University or its staff or students, the following steps are recommended:

- Identify the level of issue, those discussing the issue, the forums used and the extent of the commentary along with any legal ramifications.

- Follow the conversations to maintain a clear and current understanding of what is being discussed.

- Contact senior management if appropriate and assess commentary for accuracy / defamation / legal issues / organisational sensitivities. Those to contact include: the Office of the General Counsel, Monash HR, Administration and Group Manager, Media, Social and Reputation, Strategic Marketing and Communications.

- If a sensitive or negative issue is being discussed in a public or social media forum, responding can often inflame the issue by making individuals or lobby groupsbelieve the

University is 'worried' about their discussion, will change a decision and the like. Staff members and associates should always hesitate before responding so as to ensure consistent messages, adherence to approval processes and sensitivities are considered.

10.   Breach

Depending on the circumstances, non-compliance with this procedure may constitute a breach of employment or contractual obligations, misconduct, sexual harassment, discrimination, or some other contravention of policy, procedure or the law. Those who fail to comply with this procedure may face disciplinary action and, in serious cases, termination of their employment or engagement.

If a staff member notices inappropriate or unlawful content online relating to Monash University, or content that may otherwise have been published in breach of this procedure, the staff member should report that content via email to WorkplaceRelations@monash.edu.

Breaches of privacy, equal opportunity or other Monash University procedures should also be reported in accordance with those procedures.

If directed by the University, a staff member must remove, and cooperate with all attempts to remove, any comment, post or other online content that the University deems to be in breach of this procedure or any other University procedure.

Responsibility

Staff and associates using social media for professional or personal use must read, understand and comply with this procedure.

Responsibility for implementation	Chief Marketing Officer Group Manager, Media, Social and Reputation. Director, Marketing & Future Students, Monash University Malaysia Executive Director, Advancement and Corporate Affairs (MSA) All members of the University community
Status	Revised
Approval Body	**Name**: Vice-Chancellor **Meeting**: n/a **Date**: 17-October-2016 **Agenda item**: n/a
Definitions	**Associate**: a person who has a formal association with Monash University but who is not employed by the University or enrolled in a course of study. Associates may be identified by the possession of a Monash Authcate account, by being registered in the SAP HR system or by other means, for example an adjunct or a joint appointment. **Identifiable Personal Use**: use of social media where a staff member or associate can be identified as an employee or associate of Monash University. The identification may be through means such as the person's social media name, character, profile or comments. **Social Media**: is online media designed to allow information to be shared, disseminated and created using highly accessible and scalable publishing techniques. Social media services include, but are not limited to: • social and professional networking sites (e.g. Facebook, LinkedIn,

	MySpace, Weibo ,Yammer), including official and unofficial pages on social and professional networking sites that are set up by individuals, groups, clubs and societies
	• geo-spatial tagging sites (e.g. FourSquare) • blogs, including corporate blogs and personal blogs • image-based sites such as Instagram, Snapchat. • micro-blogging sites (e.g. Twitter) • video and photo sharing sites (e.g. Flickr, YouTube) • blogs hosted by media outlets (e.g. 'comments' or 'your say' features) • wikis and online collaborations (e.g. Wikipedia) • forums, discussion boards and groups (e.g. Google groups, Whirlpool) • vodcasting and podcasting sites • online multiplayer gaming platforms (e.g. World of Warcraft, Second Life) • instant messaging (including SMS) Social media also includes future social media systems, and access to social media by any means, including via computer, tablet, mobile phone, handheld or wearable device. **Relevant Enterprise Agreement:** means the Enterprise Agreement that applies to a particular staff member. The Monash University Enterprise Agreement (Academic and Professional Staff) 2014 will apply to academic and professional staff at the University and, depending on the services provided by a trades and services staff member, the Monash University Enterprise Agreement (Trades and Services staff - Building and Metal Trades Staff) 2009 or the Monash University Enterprise Agreement (Trades and Services Staff - Catering and Retail, Cleaning and Caretaking, and Miscellaneous services staff) 2005 will apply. **Staff**: all staff employed under the terms of any of the University's Enterprise Agreements.
Legislation Mandating Compliance	**In Australia:** Privacy and Data Protection Act 2014 No.60 (VIC) Copyright Act 1968, Part III, Div. 2, esp. ss 36-39B, Div. 3, esp. ss 40-42ff, Divs. 4, 4A and 4B, Div. 7, Part IV, esp. Divs. 1-5 Equal Opportunity Act 2010 (Vic) (No 16), Part 1, s 4; Part 2, ss 6-13; Part 3, s 15; Part 4, Divs. 1-3, 5-7; Part 12 Racial Discrimination Act 1975 No 52 (Cth), esp. Parts II, IIA and IV Racial and Religious Tolerance Act 2001 No 47 (Vic) (as at 1 August 2011), esp. Part 2, Divs. 1-2 Age Discrimination Act 2004 No 68 (Cth), esp. Part 1, ss 4-8; and Parts 3-5 Sex Discrimination Act 1984/4 (Cth), esp. Part I, ss 5-7B; Part II, Divs. 1-4; Part V; Part VI, ss 106ff

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	[Disability Discrimination Act 1992 No 135 (Cth)](#), esp. Part 1, ss 5ff; Part 2, Divs. 1-5
	[Occupational Health and Safety Act 2004 (Vic)](#), Part 3, Div. 1, s 20, Divs. 2-4
	In South Africa:
	[Employment Equity Act No. 55 of 1998](#)
	[Labour Relations Act 1995](#)
	[The Promotion of Equality and Prevention of Unfair Discrimination Act of 2000, amended 2008](#)
Related Policies	*Conduct and Compliance Policy*
	[Conduct and Compliance procedure - Acceptance of Gifts, Benefits and Hospitality](#)
	[Conduct and Compliance procedure - Mobile phone and telephone usage](#)
	[Conduct and Compliance procedure - Provision of University IT equipment and communication facilities to staff](#)
	[Conduct and Compliance procedure - Personal identification](#)
	[Conduct and Compliance procedure - Resolution of Unacceptable Behaviour in the Workplace](#)
	[Conduct and Compliance procedure - Conflict of interest](#)
	[Conduct and Compliance procedure - Paid outside work](#)
	[Conduct and Compliance procedure - Privacy](#)
	[Conduct and Compliance procedure - Representing Monash (Public Utterances)](#)
	[Conduct and Compliance procedure - Staff/Student Relationships](#)
	[Conduct and Compliance procedure - Whistleblowers](#)
	[Equal Opportunity Policy](#)
	[Gender Representation on Decision-Making Bodies (Australia)](#)
Related Documents	Guidelines for a Successful Social Media Presence (Available January 2017)
	Guidelines for Image and Photographic use (Available January 2017)