

Monash University Procedure

Procedure Title	Social Media: Student Use Procedures
Parent Policy	Social Media Policy
Date Effective	13-June-2013
Review Date	13-June-2016
Procedure Owner	Chief Marketing Officer, Strategic Marketing and Communications
Category	Operational
Version Number	1.3
Content Enquiries	Monash Media
Scope	<p>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].)</p>
Purpose	To provide the Monash community with a guide to the appropriate use of social media.
PROCEDURE STATEMENT	

Social media allows for the easy sharing and re-purposing of information, expanding the tools for education and research training available to the University and its students. Social media has become an important tool for student engagement and learning.

The University embraces the use of social media by students to connect with staff, researchers, peers, clubs, societies and alumni.

Given the public and external nature of social media, it is important that students who use social media understand the University's expectations. Students should be aware that the same standards that apply for interacting within and outside the Monash community in real life also apply online. The same respect, courtesy and professionalism expected in real life interactions should be displayed online. Likewise, the consequences that apply to a breach of University rules by students apply to breaches of rules for online conduct.

These procedures set out the University's expectations for the use of social media by students for educational purposes, and for personal use purposes where they can be identified as Monash University students.

1. What is Social Media

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:

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- social and professional networking sites (e.g. Facebook, LinkedIn, MySpace, Bebo, 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
- 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' feature on theage.com.au)
- 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)

These Procedures cover future social media systems, and access to social media by any means, including via computer, tablet, mobile phone, handheld or wearable device.

2. Use of Social Media

2.1 Social Media provided by the University: Conditions of Use

The University provides students with access to University Information and Communication Technology (ICT) facilities and connections, including University social media services provided by external social media service providers engaged by the University. Social media services provided by the University include (but are not limited to) Monash University sites or services on Google Plus, YouTube, Facebook and Twitter. The University provides this to assist and support its teaching, learning, research and administrative activities.

Students using these ICT facilities provided by the University are required to do so in compliance with these Procedures and with:

- The [Acceptable Use of Information Technology Facilities by Students Policy](#) and [Procedures](#), and
- the Student Academic Integrity Policy and Student Academic Integrity: Managing Plagiarism and Collusion Procedures (*forthcoming*)

2.2 Social Media in Education and Research Training

Students are using social media in their learning and researching consequent upon the University's encouragement of teaching and research staff to use new technology in innovative ways to enhance student learning and engagement. Any such use must also comply with these procedures and with those named in the foregoing section.

2.3 Personal Use of Social Media

Personal use of social media by a student, in a way that does not associate the user with the University and is therefore not "identifiable personal use" as defined above, is not covered by these Procedures.

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However, the University will respond where a student makes identifiable personal use of social media that has the potential to impact on the University's reputation and other interests, directly or indirectly. Accordingly, students who engage in "identifiable personal use" on any social media are required to be aware of, and comply with, these Procedures.

Responsibility

Students

3. Rules for Use of Social Media

When using social media in the context of education or research training, and when making identifiable personal use of social media, students must:

- a) only disclose and discuss information about the University or its activities that is not confidential and is publicly available;
- b) take reasonable steps to ensure that content published is accurate and not misleading;
- c) ensure that the use, including content published, complies with all relevant rules of the University;
- d) when making a statement on a matter of public interest, expressly state that the views expressed are those of the student and not those of the University (unless they are officially authorised by the University);
- e) be respectful and courteous in communications;
- f) adhere to the Terms of Use of the relevant social media provider; and
- g) comply with the law, including laws about copyright, privacy, defamation, contempt of court, discrimination and harassment.

Responsibility

Students

4. Specific Prohibitions

When using social media in the context of education or research training, and when making identifiable personal use of social media, students must not:

- make any comment or post material that is, or might be construed to be, racial or sexual harassment, offensive, obscene (including pornography), defamatory, discriminatory towards any person, or inciting hate;
- make any comment or post material that creates, or might be construed to create, a risk to the health or safety of a student, contractor, staff member or other person, including material that amounts to bullying, psychological or emotional violence, coercion, harassment, sexual 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 order, or is otherwise unlawful;
- imply that they are authorised to speak as a representative of the University, or give the impression that the views they express are those of the University (unless they are officially authorised by the University);
- use the identity or likeness of another student, contractor, staff member or other stakeholder of the University;

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- use or disclose any University confidential information obtained as a student of the University;
- sell, purchase or offer to write assignments or other assessable work, or to request help with such work. Furthermore, students are required to take steps to minimise opportunities for others to cheat by, for example, not saving work to a shared network drive that is accessible by others and not sharing work on social media sites;
- make any comment or post material that might otherwise cause damage to the University's reputation or bring it into disrepute; and
- use the University's crest or logo without permission, or use the University's name in a manner that is likely to be misleading or bring the University into disrepute.

Responsibility

Students

5. Using images and 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. Students 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.

Students 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.

Responsibility

Students

6. Breach

A student who does not comply with the expectations of the University as set out in these Procedures may face disciplinary action under *Monash University (Council) regulations Part 7*, which in serious cases can result in exclusion from the University.

Any person concerned that the conduct of a student using social media contravenes these Procedures may report their concern to the University, preferably via email to: media@monash.edu. Reports will be reviewed to determine whether the matter requires investigation or action under the appropriate University rules (as per the definition above) and/or a response on behalf of the University.

Reported concerns may be matters appropriately dealt with under the University rules for an alleged breach of student discipline or any other University process.

Where required by the University, a student is expected to remove, and cooperate with all attempts to remove, any comment, post or other online content where the University forms the view that it is in breach of these Procedures or any other University rules. A student who fails to act on such a requirement will be in breach of these Procedures, and the breach may be referred to the appropriate University process for further action.

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Responsibility

Students
Associate Director, Media and Communications
Executive Director, Advancement and Corporate Affairs (MSA)

Responsibility for implementation	<p>Students Associate Director Chief Marketing Officer Group Manager, Media, Social and Reputation Director Marketing and Future Students, Monash University Malaysia Executive Director, Advancement and Corporate Affairs (MSA). All members of the University community</p>
Status	Revised
Approval Body	<p>Name: Vice-Chancellor Meeting: n/a Date: 13-July-2013 Agenda item: n/a</p>
Definitions	<p>Identifiable personal use: Use of social media where the user can be identified as a Monash University student. The identification may be through means such as the student's social media name, character, profile or comments.</p> <p>Rules: Requirements applicable to a student of Monash University set out in statute, regulation, policy or procedure or as otherwise reasonably directed by the University or one of its staff members.</p>
Legislation Mandating Compliance	<p><u>In Australia:</u></p> <p>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 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</p> <p><u>In South Africa:</u></p>

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	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)