

Social Media Policy

Section 1 - Purpose and Scope

(1) The purpose of this Policy is to provide a framework for:

- a. University staff to manage Southern Cross University Official Social Media Channels; and
- b. for staff and students who use social media to communicate on University matters.

(2) The University recognises that Social Media provide important tools for Southern Cross University to communicate with prospective students, stakeholders, the community and staff.

Scope

(3) This Policy applies to all University staff and students representing the University or its activities on University social media channels and external social media channels.

(4) This policy does not apply to:

- a. personal use of social media channels where there is no reference to University matters or University staff; or
- b. the use of social media as a teaching or research tool. This is covered in the University's Social Media for Teaching and Learning Policy.

Section 2 - Definitions

(5) For the purpose of this policy, the following definitions apply:

- a. Social Media:
 - i. online communication channels used to share information, opinion, experiences and knowledge. This can be via written comments, photographs, video or audio files. Social media platforms may include, but are not limited to, Facebook, Twitter, YouTube, chat rooms or online forums.
- b. Southern Cross University Official Social Media Channels:
 - i. SCU operates a number of social media channels for promotion and marketing purposes. These are listed at <https://www.scu.edu.au/staff/marketing/scu-on-social-media/>.

Section 3 - Policy Statement

(6) The University supports the use of social media to promote the activities of the University, subject to adherence to the Social Media Procedures and acceptable standards of behaviour defined in the:

- a. [Code of Conduct](#);
- b. [Information Technology Conditions of Use Policy](#);
- c. [Copyright Policy](#);

- d. [Harassment, Bullying and Discrimination Policy](#);
- e. [Intellectual Property Rights Policy](#); and
- f. [Privacy Management Plan](#).

(7) The University explicitly prohibits social media being used to harass, vilify, bully or discriminate against another person.

(8) Information posted on the University's official social media channels, by external users, does not necessarily reflect the views of the University.

(9) The University reserves the right to remove content that has the potential to damage the reputation of the University or University staff, or that does not meet the requirements of this policy.

(10) Staff wanting to initiate an official social media channel that is not related to teaching and learning must in the first instance contact the Website Content Editor, in Marketing, Media and Communications, and then obtain approval from the relevant Head of Work Unit.

(11) University staff engaging in social media channels in relation to any University matter must disclose their University employment and role.

(12) In such instances as clause (11), University staff must adhere to the [Media Policy](#) in regard to comment on topics that fall within their area of expertise.

(13) Staff members who provide comment to the media must comply with relevant laws, such as protecting the privacy of individuals, protecting copyright, avoiding defamatory or libellous communications, and avoiding comments that unlawfully discriminate or vilify.

(14) The use of the University's logo on any social media channel must be in accordance with the [Corporate Identity Policy](#).

Section 4 - Procedures

(15) Refer to the [Social Media Procedures](#).

Section 5 - Guidelines

(16) Nil.

Status and Details

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Effective Date	11th March 2014
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Head of Work Unit	Dean Gould Chief Marketing Officer +61 7 55893281
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