

Social Media Procedures

Section 1 - Purpose and Scope

(1) SCU social media provide important tools for Southern Cross University to communicate with prospective students, stakeholders, the community and staff.

(2) This document provides procedures for the responsible use of social media platforms by University staff and students while representing the University on official University social media channels (SCU social media), or discussing University matters on personal accounts. These procedures should be read in conjunction with the:

- a. [Social Media Policy](#);
- b. [Media Policy](#);
- c. [Corporate Identity Policy](#);
- d. [Code of Conduct](#); and
- e. [Harassment, Bulling and Discrimination Policy](#).

Scope

(3) These procedures apply if you:

- a. are an owner/contributor to any social media account on any of the platforms outlined in the section 'SCU Social Media';
- b. post content on behalf of the University anywhere as defined in section 'SCU Social Media';
- c. respond to enquiries on behalf of the University as defined in section 'SCU Social Media'; or
- d. discuss University matters using personal or external social media accounts.

(4) These procedures do not apply to 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 - Procedures

(5) Social media offers the University a convenient way of engaging with a diverse audience providing the opportunity for a real-time public interface and participation on relevant topics in a familiar online environment.

(6) Social media platforms provide the University with the following opportunities:

- a. sharing multimedia content promoting the University's activities;
- b. generating participation in topical discussions;
- c. creating opportunities for feedback;
- d. additional channels for receiving and providing well-timed responses to enquiries; and
- e. nurturing a community of engaged participants.

Social Media

(7) Social Media includes but is not limited to the following platforms:

- a. Twitter;
- b. Facebook;
- c. YouTube;
- d. iTunes U;
- e. LinkedIn;
- f. Flickr;
- g. Blogs;
- h. Wikipedia;
- i. Google+;
- j. Instagram;
- k. Forums; and
- l. Chat rooms.

SCU Social Media

(8) SCU social media includes any official social media platform that uses the Southern Cross University logo hosted internally or externally on a third party service including the platforms outlined above in 'Social Media'. SCU social media include:

- a. Facebook
 - i. Southern Cross University Page — <http://www.facebook.com/southerncrossuniversity>
 - ii. Southern Cross University Library Page — <http://www.facebook.com/SouthernCrossUniLibrary>
 - iii. Southern Cross University SCU International Page -<https://www.facebook.com/SCUInternational>
- b. Twitter
 - i. Southern Cross Uni - <https://twitter.com/SCUonline>
 - ii. SCU Library - <https://twitter.com/sculibrary>
- c. YouTube
 - i. Southern Cross University UniSCU - <http://www.youtube.com/user/UniSCU>
- d. LinkedIn
 - i. Southern Cross University - <http://www.linkedin.com/company/southern-cross-university>
 - ii. Southern Cross University Alumni Group
[-http://www.linkedin.com/groups?home=&gid=156561&trk=anet_ug_hm](http://www.linkedin.com/groups?home=&gid=156561&trk=anet_ug_hm)

Approved Contributors

(9) Marketing, Media and Communications and Recruitment have trained and authorised a team of administrators, authors, managers, contributors and monitors including staff and student ambassadors, who post and comment on behalf of Southern Cross University on current SCU social media. All contributors are required to observe these Procedures and related policy while posting, moderating and responding to interactions on SCU social media. New contributors must be selected and attend training for any new SCU social media accounts.

Creating accounts

(10) Before setting up a new University social media account contact the Chief Marketing Officer for information about

getting approval for an official account and advice on setup and ongoing management. Refer to the [Social Media Policy](#). Each account request is considered on merit. You will need to answer the following questions for your request to be considered, including:

- a. What is the purpose of this new account?
- b. What type of account (Facebook, Twitter etc)?
- c. Who is the target audience?
- d. What is the proposed name for the account?
- e. What additional branding is required? (All SCU social media requires the current SCU Logo. See Corporate Identity Policy.)
- f. What is your strategy for posting content?
- g. Who will author the content?
- h. Who will be the contributors who moderate comments and discussions?
- i. What is the duration of the account and ongoing maintenance strategy?

(11) Once an account is established, account details including username, password and Profile/Page link must be provided to the Chief Marketing Officer. If required in response to a critical incident, Marketing, Media and Communications may need to utilise social media accounts.

Managing and monitoring accounts

(12) SCU social media accounts require ongoing monitoring which can be challenging as they are available to the public 24 hours a day, 7 days a week, 365 days a year. As a condition of setting up an SCU social media account you agree to:

- a. monitor the account daily;
- b. respond to enquiries, comments and requests for information in a timely manner in accordance with these procedures and related SCU policies; and
- c. escalate serious issues to a line manager or to the Chief Marketing Officer, or Head of Marketing and Recruitment.

(13) Marketing, Media and Communications is responsible for coordinating overall issues and stakeholder management in relation to social media use.

Audience

(14) The target audience for social media interaction includes:

- a. prospective students;
- b. current students;
- c. Alumni;
- d. parents;
- e. staff;
- f. community; and
- g. related stakeholders.

Procedures for Participation

(15) When posting or participating in SCU social media, authorised contributors must:

- a. act in accordance with the principles of the University's [Code of Conduct](#) including respect, courtesy, fairness and equity;
- b. be honest, truthful and authentic;
- c. be respectful by using courtesy, fairness and equity. Never be aggressive, offensive or defamatory, discriminatory or type IN UPPER CASE (shouting);
- d. be transparent. Disclose your role and area of expertise within the University where relevant to the topic of discussion;
- e. distinguish your personal opinion from the University's professional communication;
- f. maintain confidentiality of organisational information, and adhere to policies relating to intellectual property and copyright. Provide references and links to sources;
- g. be cautious in the promotion of third party sites. Check first to avoid conflict of interest;
- h. moderate, monitor and have an opinion but don't stifle others, make unprofessional remarks or openly disagree with someone;
- i. exercise common sense when posting and double check before posting;
- j. take opportunities to improve awareness, solve problems and turn around enquiries in 24 hours;
- k. deal with conflict appropriately, acknowledge grievance and escalate issues where required to the relevant line/unit manager for resolution;
- l. contact the Chief Marketing Officer or Head of Marketing and Recruitment if you are concerned about content or a potential conflict; and
- m. act in accordance with the University's [Harassment, Bullying and Discrimination Policy](#).

(16) An employee's personal online activities at work will not interfere with job productivity and performance.

(17) By engaging in SCU social media you agree to comply with the section 'Procedures for participation' and the individual platform's terms of service. Deviation from these procedures may result in your posts/comments being removed from the the University environment and disciplinary action being taken in line with the University's [Code of Conduct](#), [Privacy](#) and [Complaints Policies](#) and [Procedures](#).

Promotions and contests

(18) Ensure that you meet platform specific procedures in relation to running promotions.

Section 3 - Guidelines

(19) Nil.

Status and Details

Status	Historic
Effective Date	11th November 2014
Review Date	11th July 2017
Approval Authority	Vice Chancellor
Approval Date	11th November 2014
Expiry Date	19th May 2021
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