

Social Media Procedures

Section 1 - Purpose and Scope

Purpose

(1) These procedures set out the responsible use of social media platforms by University staff and students, educational partners and agents 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](#)
- e. [Harassment, Bullying and Discrimination Prevention Policy](#)
- f. [Visual Identity and Style Guide](#)
- g. [Editorial Style Guide](#)

Scope

(2) These procedures apply to anyone who:

- a. owns or contributes to any social media account on any of the platforms that carry the official logo, position or commentary of Southern Cross University;
- b. posts content on behalf of the University or in a way that could be reasonably interpreted as representing the University;
- c. responds to enquiries on behalf of the University;
- d. discusses University matters using personal or external social media accounts.

(3) These procedures do not apply to the use of social media as a teaching or research tool.

Section 2 - Procedures

(4) The Office of Engagement has trained and/or 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.

Creating Accounts

(5) Before setting up a new University social media account the Digital Marketing Manager must be contacted for advice, particularly regarding the ongoing management and content creation.

(6) Each new account request must provide the following information:

- a. The purpose of the account;
- b. The type of account (Facebook, Instagram, Twitter etc);
- c. The target audience;
- d. The proposed name of the account;
- e. Branding requirements; (All SCU social media requires the current SCU Logo. See [Corporate Identity Policy](#).)
- f. The strategy for posting content;
- g. The names/positions of content authors;
- h. The names/positions of the contributors who moderate comments and discussions;
- i. The duration of the account and ongoing maintenance strategy;
- j. Confirmation that the relevant Head of Work Unit supports the establishment of the new account.

Approval of University Social Media Accounts

(7) All social media accounts that fall within the scope of the [Social Media Policy](#) need prior approval by the Chief Marketing Officer, or authorised delegate.

(8) Once an account is established, the account holder must provide account details including username, password and Profile/Page link to the Head of Work Unit and Office of Engagement.

(9) If a critical incident occurs, the Office of Engagement may use social media accounts as a communication tool. It is the responsibility of the account holder and the Head of Work Unit to keep the Office of Engagement updated with accurate information on account holders, current passwords and access details in a timely manner.

Managing and Monitoring Accounts

(10) 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, the following actions must be agreed to:

- a. monitor the account at an agreed frequency;
- b. use of sentiment analysis;
- c. respond to enquiries, comments and requests for information in accordance with these procedures and related University policies; and
- d. escalate serious issues to a line manager or to the Digital Marketing Manager or Chief Marketing Officer.

(11) On an annual basis, the account holder must review whether the original purpose of the account remains valid and the agreed operating requirements are being complied with. The Digital Marketing Manager and Head of Work Unit must be informed of any material changes.

(12) The Office of Engagement is responsible for coordinating overall issues and stakeholder management in relation to social media use.

Participation and Posting Standards

(13) 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. never be aggressive, offensive or defamatory, discriminatory or type IN UPPER CASE (shouting);
- d. be transparent and disclose their role and area of expertise within the University where relevant to the topic of discussion;
- e. distinguish personal opinion from the University's professional communication;
- f. maintain confidentiality of organisational information, and comply with 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 as soon as practical;
- k. deal with conflict appropriately, acknowledge grievances and escalate issues where required to the relevant line manager for resolution;
- l. contact the Digital Marketing Co-Ordinator, Digital Marketing Manager or Chief Marketing Officer if concerned about content or a potential conflict; and
- m. act in accordance with the University's [Harassment, Bullying and Discrimination Prevention Policy](#).

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

(15) By engaging in SCU social media authorised contributors agree to comply with the Participation and Posting Standards, refer clause (10) and the individual platform's terms of service. Deviation from these procedures may result in posts or comments being the subject of disciplinary action being taken in accordance with the University's [Code of Conduct](#), [Privacy Policy](#) and other relevant University Rules and Policies.

Promotions and Contests

(16) Users must ensure that any platform specific requirements in relation to running promotions and contests are complied with.

Status and Details

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Effective Date	20th May 2021
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Approval Date	19th May 2021
Expiry Date	Not Applicable
Responsible Executive	Anna-Maree Shaw Vice President (Future Students and Outreach)
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