SOCIAL MEDIA

PUBLISHING

Policy Statement | Responsibilities | Definitions | Related Legislation and Documents

1 PURPOSE

This policy outlines how CQUniversity's organisational values (engagement, leadership, 'can do' approach, openness, inclusiveness) is to be demonstrated in the social media space and provide direction in this area for employees, when acting on behalf of the University as well as when participating personally. The policy is to inform further processes and practices developed by the custodians of social media for the University.

2 SCOPE

This policy applies to all areas, employees and officers of CQUniversity, its wholly owned subsidiaries and offshore hubs contracted to undertake recruitment duties on behalf of CQUniversity. It outlines the expectations of conduct for all University social media activity.

3 EFFECTIVE DATE

12 April 2016

4 LEGISLATIVE AUTHORITY

Central Queensland University Act 1998 (Qld)

5 POLICY STATEMENT

5.1 CQUniversity encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of the University's objectives. This policy relates to the administration of official CQUniversity social media channels and outlines appropriate conduct by University employees both within said channels and in their personal social media use. This policy has been established to ensure employees use social media technologies effectively, and to help protect individual and institutional reputations.

Account Management

5.2 The Directors (Student Experience and Communications, Marketing, International) ('The Directors'), their delegates and appointed Social Media Moderators ('The Custodians') are solely responsible for the creation, maintenance, and disestablishment of official University social media accounts. All requests related to creation, maintenance and destruction of official University social media accounts, including any and all social media accounts owned and operated by institutions merged or acquired by the University, must be made to online@cqu.edu.au. The online account is managed by CQUniversity's Senior Marketing Officer (Digital Marketing) who will action and forward requests to 'The Directors' as necessary. This position is the Lead Custodian for social media for the University under the guidance of 'The Directors' and their delegates.

5.3 To comply with best practice a limited number of official university profiles and accounts will be created. Unofficial accounts referring to Central Queensland University, CQU, CQUni, or CQUniversity, Train@CQUniversity, Health Train, Central Queensland Institute of TAFE, CQ TAFE, and CQIT in existence at the time of this policy implementation will be reviewed for potential consolidation. New accounts containing the University name or logo must be authorised by online@cqu.edu.au, as per the authorisation process. Any account that is created using the University name or logo, which is not officially approved, will be requested to change the name or delete the account. The University may approach the social media platform directly to have the account forcibly removed should the account not be officially approved.

5.4 All University accounts must be set up using generic login and password details. Personal accounts are not to be linked to corporate profiles.
5.5 The appropriate logo must be supplied by the Marketing Directorate for all official social media pages.

**Employee Access**

5.6 Before engaging in social media as a representative of the University, you must be authorised as a Social Media Moderator. Requests for authorisation must be sent to online@cqu.edu.au in the first instance.

5.7 You must not post content as a representative of the University on official platforms unless you are authorised to do so. To become authorised to use social media in an official capacity, you must follow the application and authorisation process determined by 'The Directors', their delegates and Lead Custodian.

5.8 The Lead Custodian will be responsible for maintaining a list of all social media application domain names in use, the names of all authorised Social Media Moderators of these accounts, as well as the associated user identifications and passwords currently active within their respective divisions, schools, teams or other entities.

5.9 Where University resources are invested into the management of social media accounts for staff in senior positions, positions of influence or knowledge expertise, utilising CQUniversity brand within the profile name or account handle will be the property of the University and will be relinquished by the staff member in that position should they depart from the organisation, or change roles within the University.

5.10 Staff in senior positions, in positions of influence or with knowledge expertise using their personal accounts to act as a key spokesperson on behalf of CQUUniversity will be at the discretion of ‘The Directors’.

**Acceptable Use**

5.11 Employees are encouraged to engage with social media via their personal profiles, incorporating CQUUniversity social media handles or affiliation where appropriate and in line with the University’s Code of Conduct, Social Media Policy and Acceptable Use of Information and Communications Technology Facilities and Devices.

**CQUUniversity Values in Social Media**

**Engagement**

5.12 CQUUniversity seeks to engage with prospective students, staff, industry and the wider community via social media platforms, in line with its brand values. The approach towards content creation, online conversation and online activity is to enhance strategic objectives of the University.

5.13 CQUUniversity aims to facilitate the engagement of multiple groups through a few, well maintained social media platforms.

5.14 CQUUniversity encourages its employees to explore and engage in social media at a level at which they feel comfortable. While the University encourages staff to interact online in the social media community, there are some key policies that must be adhered to and understood by users:

- new accounts created on behalf of CQUUniversity must be authorised. Under no circumstances should the brand or handles CQUUniversity Australia, CQUUniversity, CQUUni, CQU, Central Queensland University, Train@ CQUUniversity, HealthTrain, Central Queensland Institute of TAFE, CQ TAFE or CQIT be used to create a social media profile without authorisation,
- users must be aware of best practice for social media engagement before being approved to post on behalf of the University and will need to be authorised as a Social Media Moderator,
- engaging via CQUUniversity approved platforms or external sites using a personal profile that identifies the user as associated with the University is encouraged, providing content is appropriate and in line with Acceptable Use, and
- where possible, existing profile pages, with established followers will continue to be the preferred method of engagement online while others will be consolidated for improved communication and strategic outcomes.
Leadership

5.15 CQUniversity aims to be at the forefront of social media engagement and interaction within the higher education sector. Adherence to and application of the Social Media Policy in tandem with a content management and monitoring strategy developed by the University's Marketing and Communications Directorates, will be paramount to the future success of this aim.

5.16 When appropriate, to enhance credibility, information is to be delivered by or on behalf of knowledge experts within the University who have an approved and linked staff profile page.

5.17 All users are to model their content and time spent on social media in line with the University Code of Conduct, Acceptable Use of Information and Communications Technology Facilities and Devices and individual position responsibilities. Consideration is also to be given to personal social media conduct that could be connected to the University.

'Can Do' Approach

5.18 The University's official social media pages will present a 'Can Do' approach towards posts, comments and general interactions including content tone-of-voice and responsiveness on social platforms.

5.19 This will be emphasised by the way in which Social Media Moderators respond and take action to help assist users who ask questions and seek advice online. A customer service orientated framework (within resourcing parameters) is to be adopted.

5.20 ‘Can do’ content is to extend to ensure concise and platform appropriate information is delivered. Re-purposing content from other sources is encouraged, however only when the content is written to suit the medium and the audience specifically (appropriate tagging/acknowledgement required).

Openness

5.21 Communication on CQUniversity's online platforms will be open and transparent. Where errors are made, Social Media Moderators will publish a retraction/correction/apology/acknowledgement as necessary.

5.22 Where an individual posts or follows using a personal profile that identifies them as associated with the University, it shall be stated that their opinions are their own and not those of the University in their profile/post.

Inclusiveness

5.23 The University will be inclusive in its approach towards delivering strategy and content for social media.

5.24 Strategic planning of the University's social media platforms will consider multidisciplinary needs with a view to identify synergies for content, resourcing and audience consolidation.

5.25 Content, posts and promotions are to use inclusive language, adopting a brand suitable tone-of-voice that encourages students, staff and the wider community to feel welcome to connect and engage online with CQUniversity. Content is to be considerate of the platform audience and contribute to the conversation rather than be of a hijacking or self-promoting nature.

5.26 Social Media Moderators are to endeavour to foster inclusive behaviour from fans and followers of the University with the aim to create inclusive social communities.

Content

5.27 The Custodians are responsible for posting content to official University social media pages and ensuring its accuracy. Any requests by other individuals for authorisation to post content to official University social media pages must be made to online@cqu.edu.au.
Legal Issues

5.28 All University social media activity must adhere to all applicable local, state and Commonwealth laws, regulations and policies, University policies and procedures, as well as all terms and conditions of the host platform.

Competitions

5.29 To ensure legal compliance, all competitions run or promoted on social media and associated with the University must be submitted to marketingservices@cqu.edu.au for approval.

Advertising

5.30 In line with contractual requirements, all digital paid advertising conducted on social media sites must be booked by the Marketing Directorate via marketingservices@cqu.edu.au.

Privacy, confidentiality and information security

5.31 When using social media, University staff must only use personal information obtained in the course of your employment/engagement with the University in a manner consistent with the University’s Privacy and Security Statement. Staff must not publish or report on conversations or information that is deemed confidential or classified or that deals with matters that are internal in nature.

Copyright

5.32 When using social media, University staff must respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible.

Harassment and bullying

5.33 The University takes a Zero Tolerance approach to all postings by prospects, fans and followers, and will adhere to this approach on all social media channels.

5.34 The University reserves the right to enforce Zero Tolerance by requesting users remove content that is deemed unsuitable. The University will remove any content that is not removed, and will take action in banning repeat offenders and will report them to directly to the social media platform.

Defamation

5.35 All staff interacting on social media channels must refrain from publishing material that may cause injury to another person’s reputation.

Offensive or obscene material

5.36 Under no circumstances is it acceptable to post or comment on material that may be offensive or obscene and may infringe relevant online classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

Right to information

5.37 The Right to Information Act 2009 (Qld) applies to social media content and therefore content must be able to be managed, stored and retrieved to comply with this law.

Records retention

5.38 CQUniversity’s Social Media Moderators will retain and record information in accordance with the University’s records management policy documents within the constraints of dynamic nature of social media.

5.39 University social media sites are subject to the Public Records Act 2002 (Qld).

5.40 All social media sites and entries shall clearly indicate that any content posted or submitted for posting are subject to public disclosure.
Participant Conduct

5.41 Users and visitors to social media sites must be notified that the intended purpose of the site is to serve as a mechanism for communication between the University and members of the public. Content on official University social media channels must be monitored on a regular basis to ensure adherence to the Social Media Policy. Comments containing any of the following forms of content may be removed or requested to be removed:

- comments not topically related to the particular article being commented upon,
- profane language or content,
- content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation,
- sexual content or links to sexual content,
- solicitations of commerce,
- conduct or encouragement of illegal activity,
- information that may tend to compromise the safety or security of the public or public systems, and/or
- content that violates a legal ownership interest of any other party.

5.42 These terms of use are to be displayed to users on each of the University's social media accounts or made available by hyperlink. Any content removed based on the points in this section must be retained, including the time, date and identity of the poster when available by the social media moderators and copied to online@cqu.edu.au.

5.43 Note that the University accepts no responsibility for the content of external social media sites followed, tagged or referenced by/on an official University social media platform. Following, tagging or referencing does not constitute endorsement by the University.

6 RESPONSIBILITIES

Compliance, Monitoring and Review

6.1 The Directors (Student Experience and Communications, Marketing, International) (‘The Directors’), their delegates and appointed Social Media Moderators are responsible implementing this policy and delivering further direction on practices relevant to University social media platforms.

Reporting

6.2 In consultation with the Social Media User Group and appointed Social Media Moderators, the Lead Custodian is responsible for ensuring compliance with and monitoring the policy and associated directions and practices for University social media.

Records Management

6.3 CQUUniversity’s Social Media Moderators will retain and record information in accordance with the University’s records management policy documents within the constraints of dynamic nature of social media.

6.4 All records relevant to this document are to be maintained in a recognised University recordkeeping system.

7 DEFINITIONS

Lead Custodian: The Lead Custodian for University social media is the Senior Marketing Officer (Digital Marketing), Marketing Services, Marketing Directorate.

Social Media: The use of web-based and mobile technologies to turn communication into instantaneous, interactive dialogue on platforms such as Twitter, Facebook and LinkedIn. It relies on the creation and exchange of user-generated content, is non-hierarchical, and is available to the public for little or no cost, compared with traditional print media. (Source: Dictionary of Marketing, 4th Edition, Bloomsbury Publishing Plc 2011).
Social Media Moderators: CQUniversity employees and appointed persons from CQUniversity's offshore hubs, who have applied for and been granted authorisation to post and remove content and comment on official CQUniversity social media platforms on behalf of the University in accordance with Policy and Principals.

Social Media User Group: A limited group of key Social Media Moderators who will meet on a regular basis and will be chaired by the Lead Custodian, under the guidance of 'The Directors'.

The Custodians: ‘The Directors’ and their delegates, Lead Custodian, Social Media Users and Social Media Moderators.

Refer to the University glossary for the definition of terms used in this policy.

8 RELATED LEGISLATION AND DOCUMENTS

Related Policy Document Suite

Nil

Related Legislation and Supporting Documents

Acceptable Use of Information and Communications Technology Facilities and Devices Policy and Principles
Code of Conduct
Leading to Zero Tolerance Staff Handout
Public Interest Disclosure Management Policy and Procedures

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