

SOCIAL MEDIA POLICY AND PROCEDURE



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1 PURPOSE

- 1.1 This policy and procedure outlines the expectations and responsibilities when using CQUniversity official social media channels.

2 SCOPE

- 2.1 This policy and procedure applies to CQUniversity employees including its wholly owned subsidiaries and offshore hubs contracted to undertake recruitment duties on behalf of CQUniversity.

3 POLICY STATEMENT

- 3.1 CQUniversity encourages the use of social media for engagement, collaboration and promotion to assist in achieving the institution's strategic objectives and enhance and improve the University's global reputation.
- 3.2 CQUniversity's official social media channels are managed by the Digital Experience team within the Marketing Directorate and contributions are welcome from across the University via the Social Media User Group.

4 PROCEDURE

Official social media channels

- 4.1 Official social media channels use the University's brand name, and logo, and are managed and maintained by the Digital Experience team. The Digital Experience team are responsible for new and emerging channels, campaign activity hosted on social media sites, and disestablishment of defunct official groups, pages and channels.
- 4.2 The Digital Experience team maintains a list of all official social media channel domain names, and which members of the Social Media User Group have access to post to each platform.
- 4.3 The Digital Experience team manages requests for once-off or ad-hoc postings on official social media channels, and moderates the Social Media User Group for departments who wish to contribute on a regular basis. Contributions are accepted by email to the Digital Experience team via online@cqu.edu.au.
- 4.4 Official social media channels will not support posts which directly recruit subjects for research studies, but Uni News stories about the study and calling for participants are acceptable.
- 4.5 Where a casual or personal social media presence is required a non-official social media channel or closed group should be used.

Non-official social media channels

- 4.6 Non-official CQUniversity social media channels will be approved by the relevant Director/Dean. The creator is responsible for managing, resourcing and maintaining the channel.
- 4.7 The Corporate Communications team must be advised of the social media channel prior to the channel going live.
- 4.8 Non-official accounts cannot duplicate or contradict audiences that are served by the official social media channels (i.e. they should reflect a specific or niche audience not currently serviced by the official social media channels, and which cannot be addressed through amplification methods on existing channels).
- 4.9 Non-official pages should be clearly differentiated from the official social media channels and should not use the same handles as the official pages. Accounts using the University brand name or logo will require Marketing Directorate approval.

Social media user group

- 4.10 The Digital Experience team leads and coordinates the Social Media User Group.
- 4.11 The Social Media User Group is responsible for researching, developing and posting content on existing official social media channels, including:
 - attending meetings to discuss content planning, learnings and feedback;
 - planning and executing social media content for the official social media channels in accordance with this policy and procedure and through approved channels and workflows;
 - collaborating with stakeholders to ensure representation on social media channels where appropriate; and
 - providing regular feedback on social media processes, workflows and requirements to The Digital Marketing team.
- 4.12 Requests for membership to the Social Media User Group are accepted to the Digital Marketing team via online@cqu.edu.au.

Information on social media

- 4.13 The Digital Experience team may remove unsuitable, inappropriate or incorrect information from official social media channels. Content, information or comments posted on official social media channels will be removed or requested to be removed if:
- reveals private, confidential information of users or individuals
 - violates the page, group or channel community rules
 - is false or inaccurate
 - is offensive, defamatory, illicit or inappropriate
 - does not reflect the CQUniversity mission and/or values
 - comments are not topically related to the content, where the comment is inciting or encouraging negative behaviour within the thread
 - profane language or content
 - promotes, fosters, or perpetuates discrimination based on race, creed, colour, age, religion, gender, marital status, status regarding 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
 - violates a legal ownership interest of any other party.

Personal social media profiles

- 4.14 Staff are encouraged to share their expertise through social media. Where comment is made on a matter which is directly related to their area of expertise in a public forum, individuals should establish their credentials, position at CQUniversity and if available, link to their staff profile. Comments on matters outside a person's area of expertise should be made in their capacity as a private citizen and should not carry any association to CQUniversity.
- 4.15 In some circumstances, personal social media profiles may be used for University promotional activities including, but not limited to:
- where a group requires an identifiable person or profile in order to meet platform rules (the individual campus Facebook groups for example); or
 - when individual researcher profiles are used as part of a paid campaign (the research higher degrees recruitment campaign uses the profiles of the Deputy Deans (Research) for example).
- When this activity is required, full written permission will be sought from the profile owner prior to the activity commencing.
- 4.16 Where University resources (the Digital Experience or Corporate Communications teams) are used to manage and populate a positional social media presence (e.g. 'CQUniversity Vice-Chancellor and President'), the profile name, the account handle and the content generated will be relinquished by the employee upon leaving the University.
- 4.17 Any accounts requiring personal profile access will be co-managed and supported by the Digital Experience team to ensure the University's social media presence is not lost during employee absences, leave or changeover.

Employee obligations

- 4.18 When using social media, employees must only use personal information obtained in the course of their employment/engagement with the University in a manner consistent with the University's [Information Privacy Policy and Procedure](#). Employees must not publicly publish or report on conversations or information that is deemed confidential or classified or that deals with matters that are internal in nature.
- 4.19 Identifiable contact details and information collected for the purpose of customer relationship management should not be documented or stored anywhere outside of the original platform or the secure Customer Relationship Management software (Sugar CRM).
- 4.20 Access to official social media channels should not be used to unethically gain access to or view the personal information of a member of the public that they would not otherwise have access to.

Procurement

- 4.21 The Digital Experience team, in consultation with the Information and Technology Directorate and University procurement processes are responsible for researching, procuring, operationalising and managing the use of software (and the associated contracts) to coordinate and monitor official social media channels.
- 4.22 In line with the [Advertising and Branding Policy](#), all paid activity on social media sites must be booked by the Marketing Directorate.

Competitions

- 4.23 Competitions on social media must have a clear objective, such as increasing follower numbers or engagements.
- 4.24 To ensure legal compliance, all competitions run or promoted on social media and associated with the University require approval from the Marketing Directorate (Inbound Marketing team).
- 4.25 Overuse of competitions can have negative impacts on existing followers and will be kept to a minimum to ensure the primary purpose of the social media accounts is to increase reputation and quality engagement with our online communities.
- 4.26 All competitions that aim to align with other brands, partners or sponsors will be at the discretion of the Director, Marketing.

Terms of use

- 4.27 Users and visitors to University 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.
- 4.28 Terms of use will be displayed to users on each of the University's social media accounts or made available by hyperlink. Any content removed must be retained, including the time, date and identity of the poster and copied to the Digital Experience team via online@cqu.edu.au.
- 4.29 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.
- 4.30 The Digital Experience team is authorised to remove unsuitable, inappropriate or incorrect information from official social media channels. Content and information posted on official social media channels will be removed if:
- content reveals private, confidential information of users or individuals
 - content violates the page, group or channel community rules
 - content is false or inaccurate
 - content is offensive, defamatory, illicit or inappropriate

- content does not reflect the CQUniversity mission and/or values
- 4.31 Users and visitors to University 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 and Procedure](#). Comments containing any of the following forms of content may be removed or requested to be removed:
- comments not topically related to the content, where the comment is inciting or encouraging negative behaviour within the thread;
 - profane language or content;
 - content that promotes, fosters, or perpetuates discrimination based on race, creed, colour, age, religion, gender, marital status, status regarding 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.
- 4.32 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.
- 4.33 All users are reminded of their obligations under the [Code of Conduct](#) and the [Information and Communication Technology Acceptable Use Policy and Procedure](#) when using social media at work.

Crisis Communications

- 4.34 In the event of a crisis, social media can be used as a secondary source of communication to University audiences.
- 4.35 The Manager, Corporate Communications is responsible for liaising with the Crisis Management Control Group and alerting the Digital Experience team.
- 4.36 The Digital Experience team will support the Manager, Corporate Communications in removing scheduled social media content on affected social media channels and communicating a hold on use of channels for outbound communication.
- 4.37 The Manager, Corporate Communications is responsible for content pertaining to the crisis to be posted on social media channels and when the crisis is complete.
- 4.38 The Social Media User Group is responsible for:
- attendance of recurring meetings to discuss content planning, learnings and feedback
 - planning and executing social media content for the official social media channels in accordance with social media policy, guidelines and best practice, through approved channels and workflows
 - collaborating with stakeholders to ensure representation on social media channels where appropriate
 - providing regular feedback on social media processes, workflows and requirements to the Digital Marketing team.

5 RESPONSIBILITIES

Compliance, monitoring and review

- 5.1 The Director, Marketing is responsible for implementing, monitoring, reviewing and ensuring compliance with this policy and procedure.
- 5.2 The Digital Experience team is responsible for:
- training employees assigned as social media users/moderators
 - collating feedback, improvements and changes to procedure and any effect to existing policy or other documentation from the [Digital Marketing Resources](#).
 - removing and editing of any content on official social media channels that does not align with this policy and procedure, governance or University brand values
 - the strategy and implementation of campaign supporting content on official social media channels, including content that supports prospect acquisition actively or passively.
 - supporting the Manager, Corporate Communications in implementing the crisis communications strategy
 - updating official social media channel information and assets such as bio sections, header images and website links.
- 5.3 The Manager, Corporate Communications is responsible for:
- documenting and onboarding non-official social media profiles at the University
 - implementing the crisis communications process in the event of an emergency, supported by the Digital Experience team.

Reporting

- 5.4 No additional reporting is required.

Records management

- 5.5 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.
- 5.6 University records must be retained for the minimum periods specified in the University Sector Retention and Disposal Schedule on the [Queensland State Archives website](#).

6 DEFINITIONS

- 6.1 Terms not defined in this document may be in the University [glossary](#).

Terms and definitions

Official social media channels: a social media account that uses that University's brand name, logo, and has assigned marketing staff resourcing for ongoing management.

Social media user group: Group of employees who are interested in and committed to contributing to the official social media channels. These individuals receive training in and access to the University social media dashboard allowing them to schedule and post content across official platforms and are also expected to attend and contribute to regular meetings where new developments, issues and opportunities are discussed.

Non-official social media channels: a social media account that is owned and maintained by an employee but is not recognised under the official portfolio of the University and is the sole responsibility of the channel owner.

7 RELATED LEGISLATION AND DOCUMENTS

[Alumni Communications Policy](#)

[Business Continuity and Incident Management Policy and Procedure](#)

[Code of Conduct](#)

Competition Guidelines

Competitions Terms and Conditions Template

[General Data Protection Regulation \(GDPR\) \(EU\)](#)

[Gifts and Benefits Policy and Procedure](#)

[Information and Communications Technology Acceptable Use Policy and Procedure](#)

[Information Privacy Act 2009](#) (Qld)

[Information Privacy Policy and Procedure](#)

[Marketing and Branding Policy and Procedure](#)

[Marketing and Digital Marketing StaffNet](#) (for supporting resources and documentation)

8 FEEDBACK

8.1 Feedback about this document can be emailed to policy@cqu.edu.au.

9 APPROVAL AND REVIEW DETAILS

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