

Social Media procedure

Section 1 - Preamble

- (1) The Procedure was approved by the Vice-Chancellor on 2 September 2014 and incorporates all amendments to 2 June 2017.
- (2) This Procedure is pursuant to the [Media policy](#).

Section 2 - Purpose

- (3) This Procedure governs the use of social media.

Section 3 - Scope

- (4) This Procedure applies University wide.

Section 4 - Policy

- (5) Refer to the [Media policy](#).

Section 5 - Procedure

- (6) The University will authorise and maintain social media accounts and channels according to the following criteria:
 - a. The Marketing Division has responsibility and oversight for the development and management of the primary University social media pages on social channels.
 - b. All official University social media accounts, channels or networks must be developed and/or authorised by the Manager, Social Media Command and Innovation Centre.
 - c. All official University accounts or pages must grant administrative access to the Manager, Social Media Command and Innovation Centre.
 - d. Any accounts or pages existing without prior authorisation as required above will be subject to review when discovered and may be amended or removed.
 - e. Account owners are responsible for maintaining an account that adheres to brand and visual identity guidelines and that also maintains a sufficient level of content, engagement and overall monitoring. Content Owners are responsible for monitoring and maintaining quality content and this includes adhering to [Digital Accessibility Guidelines](#). The Marketing Division will oversee content for the primary University social media pages and has oversight of other pages. Guidance and instructions for dealing with non-compliance are set out in Social Media Escalation Guidelines (currently under review) on the [Marketing Division website](#).
 - f. The University reserves the right to restrict or to request the removal of any social media account or content that is deemed in violation of this policy.

(7) All University social media accounts will indicate clearly that they are maintained by the University and will have University contact information prominently displayed.

(8) All primary University social media pages should feature the University name and logo. Faculties and Portfolios are also encouraged to use photographs and imagery that reflect the University. Where the channel allows for changes in layout or design official University colours should be used. Requests for use of brand elements are to be submitted via the [Marketing Division website](#).

(9) Staff, associates, students and any individuals or organisations designated to represent the University via social media must disclose their affiliation with and role in the University, using an approved official social media account.

Social media content

(10) All social media content and comments linked to the University (including official University social media accounts), must comply with the University's [Code of Conduct](#), the [Student Code of Conduct](#), the [Diversity and Inclusion policy](#), and the [Public Relations and Marketing policy](#).

(11) Social media use in connection to the University must not breach privacy, copyright, human rights and anti-discrimination or other laws. All rights and permissions for copyrighted materials or information considered proprietary by a University partner, must be secured in writing before posting, sharing or distributing on social media used in connection to the University.

(12) Personally identifiable information - including addresses, phone numbers, email addresses - must not be uploaded, posted, transmitted, shared, stored or otherwise made publicly available on a social media used in connection with the University without that person's written permission.

(13) Prior permission must be obtained for the posting, sharing or distribution on social media of any identifiable image of students, staff or associates, using the University's photo release authorisation forms. In the case of using imagery of students, staff or associates taken at a University event, staff must display official Deakin signage to adequately inform attendees that their photo may be taken and used for promotional purposes.

(14) Interactions on the University's social media channels must adhere to the following rules:

- a. comments must be relevant and on topic
- b. comments should be constructive and not contain expletives, obscenity and vulgarity
- c. posts that are off-topic, abusive, contain profanity, are threatening in tone or devolve into personal attacks will be moderated
- d. posts with links that are determined to be spam will be moderated
- e. the University reserves the right to review and request the removal of any comments, posts or sites for any reason.

(15) Any material that an individual might find embarrassing or that could be taken in a negative light must not be published on social media used in connection with the University.

Section 6 - Definitions

(16) For the purpose of this Procedure:

- a. account owners: any person held accountable for the ownership of a University social media account.
- b. brand: the name, brand mark (including colour, design, picture, symbol and typeface), logo, logotype, graphic devices and all brand elements normally associated with the University and used to communicate with internal

and external audiences.

- c. content owners: producers, distributors, broadcasters, copyright and intellectual property owners in video, music, images and written material holders of copyright in content presented in media.
- d. media: traditional and new media including print, television, radio and online forums (including but not limited to news sites, comment boards, social networking sites, blogs, podcasts).
- e. social media: Internet and mobile-based channels and tools that allow users to interact, share opinions and content - via written comments, video or audio files - and encourage participation and engagement in building communities or networks (for example Facebook, Twitter, LinkedIn, Instagram and YouTube).
- f. social media account: a user profile established on a social media platform for the purpose of official social media use.

Status and Details

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| Effective Date | 1st February 2016 |
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| Expiry Date | To Be Advised |
| Responsible Executive | Gary Smith Deputy Vice-Chancellor Global Engagement +61 3 92517713 |
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