

Social Media - Operational Policy

1. Purpose of policy

1.1 This policy provides a framework for the management of University social media channels and for the appropriate use of social media by staff and students. It outlines principles for effective and positive engagement activities to support the University's strategic goals.

2. Policy scope and application

2.1 This policy applies to the use of social media by all staff and students, as well as any other members of the University community to whom the Staff Code of Conduct – Governing Policy or the Student Conduct – Governing Policy applies.

2.2 This policy does not apply to the non-identifiable private use of social media by staff and students, as defined in this policy.

3. Definitions

Please refer to the University's Glossary of Terms for policies and procedures. Terms and definitions identified below are specific to this policy and are critical to its effectiveness:

Social media is a broad term that encompasses interactive online communication channels that enable users to create and share content, opinions, experiences, and knowledge. These can be written comments, video, photographs, or audio files. Social media channels may include, but are not limited to, Facebook, Instagram, Twitter, YouTube, LinkedIn, and Snapchat.

Official University social media refers to any public social media account, group or site that seeks to represent University as a whole or in part for promotional purposes, including (but not limited to) promoting University initiatives, research or events. Official University social media channels are managed by, or in consultation with, Marketing.

Non-identifiable private use of social media is use of social media by a staff member, student or other member of the University community in a way that does not associate the user with the University and does not impact on the University or a member of the University community in ways that could be reasonably considered to be inconsistent with the Staff Code of Conduct – Governing Policy or the Student Conduct – Governing Policy.

4. Policy statement

4.1 The University encourages the use of social media by staff and students to connect with the University's community of researchers, business partners, alumni, supporters and colleagues. It is an important tool for academic, community, and business engagement, research and learning. The University expects social media to form part of a safe, inclusive, diverse, and supportive environment when used as part of employment, study, or other identifiable association with the University.

5. Principles

5.1 The University requires staff and students to use social media in a respectful, courteous, and professional manner, and to comply with relevant legislation, regulatory obligations, and University policies and procedures, including the Staff Code of Conduct – Governing Policy and the Student Conduct – Governing Policy.

5.2 The University empowers its staff to engage on matters directly related to their area of expertise via social media channels, provided their credentials are clearly established. Staff are advised to include a disclaimer to indicate the expressed opinions or views are personal and do not represent those of the University.

5.3 The University leverages effective social media as a key promotional tool, with Marketing entrusted to protect the University's reputation and brand. The University logo may only be used by official University social media accounts and public groups approved by Marketing.

APPROVAL AUTHORITY

Vice-Chancellor and President

RESPONSIBLE EXECUTIVE MEMBER

Pro Vice-Chancellor (Global and Engagement)

DESIGNATED OFFICER

Director, Marketing and Communications

FIRST APPROVED

26 October 2017

LAST AMENDED

4 September 2024

REVIEW DATE

2 September 2024

STATUS

Active

5.4 The University permits limited use of social media in its learning and teaching activities.

5.5 The University demonstrates a commitment to facilitating research and improving research impact through social media channels.

5.6 The University actively manages its official University social media accounts to ensure business continuity and to mitigate risk.

6. Authorities / Responsibilities

6.1 The following authorities are delegated under this policy and associated procedures.

RESPONSIBILITY	ROLE
Ensuring consistent processes, guidelines, and educative resources are developed	Director, Marketing
Ensuring appropriate administration of a central access control system for official University social media channels	Director, Marketing
Ensuring technical availability of a central access control system for official University social media channels	Director, Information Technology
Avoidance of breaches of legal, statutory, regulatory, contract or other obligations	Owners and administrators of official University social media channels
Upholding appropriate standards of behaviour on social media in alignment with University policies, procedures, and relevant legislation	All users of social media

END

RELATED DOCUMENTS

- Acceptable Use of ICT Resources - Operational Policy
- Acceptable Use of ICT Resources - Procedures
- Anti-Discrimination and Freedom from Bullying and Harassment - Operational Policy
- Conflict of Interest - Governing Policy
- Copyright - Academic Policy
- Data Governance - Operational Policy
- Equity, Diversity and Inclusion - Operational Policy
- Freedom of Speech and Academic Freedom - Academic Policy
- Health, Safety and Wellbeing - Governing Policy
- Marketing and Communications - Operational Policy
- Records Management - Procedures
- Resolution of Complaints (Staff) - Guidelines
- Sexual Assault, Sexual Harassment and Respectful Relationships (Students) - Operational Policy
- Staff Code of Conduct - Governing Policy
- Student Complaints Resolution - Academic Policy
- Student Conduct - Governing Policy
- Student Misconduct - Procedures

LINKED DOCUMENTS

- Social Media - Procedures

RELATED LEGISLATION / STANDARDS

- Right to Information Act 2009 (Qld)
- Public Records Act 2002 (Qld)
- Anti-Discrimination Act 1991 (Qld)
- Age Discrimination Act 2004 (Cwlth)
- Disability Discrimination Act 1992 (Cth)
- Racial Discrimination Act 1975 (Cwlth)
- Public Sector Ethics Act 1994 (Qld)
- Queensland Information Standards
- Copyright Act 1968 (Cth)
- Privacy Act 1988 (Cth)
- Education Services for Overseas Students (ESOS) Act 2000 (Cth)
- Work Health & Safety Act 2011 (Qld)
- Fair Work Act 2009 (Cth)
- Sex Discrimination Act 1984 (Cwlth)
- Information Privacy Act 2009 (Qld)
- Defamation Act 2005 (Qld)
- Fair Trading Act 1989 (Qld)
- Student Charter
- Human Rights Act 2019 (Qld)
- Records Governance Policy (Qld)