Social Media Policy

Purpose:

To govern the use of social media by Murdoch staff and students and ensure adherence to all applicable Murdoch policies, rules, state and federal laws during the use of social media technology.

Preamble:

In relation to this policy, social media is defined as a type of social interactive online media that allows individuals to communicate instantly with each other or to share content (textual, visual, audio or recording) in a public forum. This includes social networks, blogs, forums, video and image sharing sites and similar facilities.

Murdoch employees, contractors, students and academics should follow this policy and related guidelines in relation to any social media they use both professionally and privately, together with their obligations under the *Staff Code of Conduct* *Student Code of Conduct*, and Code of Ethics and other policies such as the Brand Policy and *New Channels and Platforms Policy.*

Audience:

Staff, Students, External parties

Objectives:

- To ensure the appropriate use of any social media technology at Murdoch.
- To ensure appropriate use of Murdoch branded social accounts, blogs and or networks.
- To ensure appropriate use of external social media networks.

Definitions:

Any defined terms below are specific to this document. The definition of common terms appears in the Murdoch University Dictionary of Terms.

There are no terms.

Policy Statement:

Social Media Use

1.   The use of any social media network must be undertaken in accordance with all applicable Murdoch policies, State and Federal legislation as well as the terms and conditions of the applicable social network.

2.   Staff and students are personally responsible for all content or information they place in or upload to social media channels.

3.   Individuals must ensure that any information used to authenticate with social media systems (i.e. a password) is kept secure, not disclosed to other third parties and complies with the University's *Password Policy.*

4.   No individual may post, share or distribute any content on any Murdoch electronic collaboration or social media system that:

     4.1   is illegal, objectionable, defamatory, offensive or threatening;

     4.2   promotes hate towards another individual or group of people based

            on gender, race, religion, disability or sexual orientation; or

     4.3   invades the privacy of any person, group or organisation

     4.4   breaches any third party's intellectual property rights or publish

            copyright content without their prior permission.

5.   Murdoch may monitor, modify, suspend or terminate the account of an individual, from a Murdoch branded social media account at any time and for any reason, without liability.

6.   Murdoch may remove any content, or to refuse to accept, distribute or display content on any electronic collaboration or social media system, at its absolute discretion.

7.   Individuals must not impersonate any other individual or, represent that any content posted by an individual on an electronic collaboration or social media system is endorsed by Murdoch without prior written permission. This does not apply where a Murdoch employee is authorised to act on behalf of another.

8.   When participating in discussions or comments in an official Murdoch capacity, individuals must identify their real name, their position at Murdoch and qualifications (if relevant).

9.   Murdoch recognises that many individuals maintain externally-hosted blogs and other social media profiles. If the individual is representing Murdoch, then this policy and other policies apply. Where the individual is not representing Murdoch, then care must be taken to ensure that it is clear that the individual is acting in a personal capacity.

10. Any communication that individuals make within a professional capacity through social media must not:

     10.1 breach confidentiality, for example:

          10.1.1 reveal confidential intellectual property or information owned by Murdoch;

10.1.2 distribute confidential information about an individual (such as a colleague, partner or industry contact) or organisation (such as a partner institution);

10.1.3 discuss Murdoch's internal workings (such as agreements, partnerships or future business plans) that have not previously been communicated publicly; or

10.2 bring Murdoch into disrepute, for example:

10.2.1 criticising or arguing with students, customers, colleagues, partners or competitors;

10.2.2 making defamatory comments about individuals or organisations or groups;

10.2.3 posting images, videos, graphics that will be deemed inappropriate;

10.2.4 undertaking any other activity that is not consistent with their obligations outlined in the Staff Code of Conduct, Code of Ethics and/or Student Code of Conduct; or

10.3 breach copyright, for example:

10.3.1 using another person's image, textual content, visual content without their written permission;

10.3.2 failing to provide acknowledgement where permission has been given to reproduce something.

11. Employees are allowed to make reasonable and appropriate use of social media from Murdoch's computers and/or mobile devices provided that it does not interfere with their duties.

12. Murdoch recognises that many employees make use of social media in a personal capacity. While they are not acting on behalf of Murdoch, individuals must be aware that they can damage Murdoch's reputation and brand if they are recognised as being a Murdoch employee and their online behaviour is considered unbecoming of a Murdoch employee and/or any person with an affiliation to Murdoch purporting to represent Murdoch, e.g. a contractor.

Monitoring of Social Media Use

13. Murdoch reserves the right to monitor employees' internet usage in accordance with *ICT Security Policy*. Murdoch considers that valid reasons for checking an individual's internet usage may include suspicions that the individual has:

13.1 been spending an excessive amount of time using social media websites for non-work related activities; or

13.2 behaved in a way that is in breach of the rules set out within this or other related policies and guidelines.

14. Murdoch reserves the right to monitor, inspect, or search at any time all Murdoch ICT systems and information. This examination may take place with or without the consent, presence or knowledge of the individuals or parties

involved.

15. Murdoch reserves the right to limit, restrict or extend access to IT and communication systems information at the discretion of the Vice Chancellor or delegate.

Social Media Channels

16. Official social media channels that carry the Murdoch brand (i.e. name and/or logo) must be approved and operated in accordance with the Digital Publishing Procedures established by the Office of Marketing and Communications (MCO)

17. New social media presences are established through the Digital Publishing Procedures maintained by the MCO.

18. The MCO has responsibility and oversight of the development and management of the primary University social media pages.

19. Any accounts or pages existing without prior authorisation as required above will be subject to review when discovered and may be amended or removed.

Enforcement

20. Violation of this policy may result in disciplinary action under relevant statutes and policies or other legal action. This may include removal of access to Murdoch information systems, withholding of results, expulsion or in the case of employees, suspension or termination of their employment. Examples of appropriate and inappropriate conduct within electronic collaboration and social media are provided within the *Social Media Guidelines*.

Performance Indicators:

There are no performance indicators.

Related Documents:

Brand Policy

Code of Ethics

Conflict of Interest Policy

Copyright Policy

Email and Electronic Messaging Guidelines

Electronic Collaboration and Social Media Guidelines

ICT Security Policy

IT Conditions of Use Policy

Password Policy

Privacy Policy

Intellectual Property Regulations

[Staff Code of Conduct](#)

[Student Code of Conduct](#)

References:

Deakin Social Media Procedure

RMIT Brand and Engagement Policy

Individual social media platforms have Terms of Use, that is, sets of guidelines, policies, and in some instances regulations and laws which both organisations and users must follow in addition to any guidelines and policies set by Murdoch.

Approval and Implementation:

Approval Authority:	Director Marketing, Communications and Advancement
Responsible Officer(s):	Associate Director Marketing Services
Approval Authority for supporting procedures:	The Director Marketing, Communications and Advancement is authorised to approve all the supporting procedures.
Approval Authority for supporting guidelines:	The Director Marketing, Communications and Advancement is authorised to approve all the supporting guidelines.
Approval Authority for supporting standards:	There are no supporting standards.
Contact Officer:	Manager Marketing

Revision History:

Approved/ Amended/ Rescinded	Date Approved	Effective Date	Next Review Date	Resolution No. (if applicable)
Approved	10/10/2019		10/10/2022	