

WESTERN SYDNEY
UNIVERSITY



Social Media Guidelines

FOR STAFF



@WESTERNSYDNEYU

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EXECUTIVE SUMMARY

Social media refers to the phenomenon by which people gather in online communities of shared interest and create, share or consume content. With the rapid growth and application of social media as an important communication medium, the University recognises the need for guidelines which clearly outline expectations for appropriate use.

The purpose of this document is to provide University staff (which includes staff, students, contractors and employees of University entities) with guidelines for the use of social media as part of their role at the University (official use) and when engaging in personal use of social media technologies (unofficial use).

Due to the dynamic nature of social media and rapid advancements in technology development, these documents should be considered working documents and will be updated regularly to reflect the changing needs and trends of social media use and application.

This document is divided into two parts based on information which is relevant to:

- University staff seeking to use social media;
- University staff managing official social media sites.

These guidelines should be read in conjunction with the following University policies:

- Code of Conduct
- Media, Social Media and Public Commentary Policy
- IT Acceptable Use of Resources Policy
- Bullying Prevention Policy and Guidelines
- Privacy Policy
- Web Policy
- Copyright Policy
- Intellectual Property Policy

Should you have any questions regarding the Social Media Guidelines, please contact Nicole Swanson, Digital and Social Media Manager, on 02 9678 7086 or at n.swanson@westernsydney.edu.au

PART 1: USING SOCIAL MEDIA

Section 1: Behavioural Standards and Responsibilities

The University supports and encourages constructive, open dialogue and the exchange of ideas between staff at all levels within the organisation and beyond. One channel of communication is through participation in social media. These standards are to inform University representatives of the advised approach to effective and appropriate participation in social media.

OFFICIAL VERSUS UNOFFICIAL USE

Official use constitutes the use of social media when done so under the banner of the University, for the purposes of your role, whether this is through University supported technology, in a University web supported environment or through an external vendor/ external site.

Unofficial use constitutes the personal use of social media outside the realms of the University and not for the purpose of your role. In these cases, however, it is important to note that if you represent yourself as an agent of the University and/or discuss matters relating to the University in the public space you may be held accountable for any comments that breach University policies and procedures.

In circumstances where you are publishing content on a University related topic to your own social media pages such as Twitter or Facebook, and followers are aware you are a University representative, it is important that you use a standard disclaimer such as 'The postings on this site are my own opinions and views and do not necessarily represent the views or opinions of the University'.

EXPRESS YOUR THOUGHTS AND OPINIONS BUT RESPECT OTHERS

Representatives of the University are invited to express their opinions and ideas. At the same time the University expects that you will do so in an appropriate manner which both contributes to, and is relevant to, the discussion taking place.

The University respects your right to have an opinion and we trust that you will respect the rights of colleagues and others to have and express their opinions.

Comments that are, or could be considered, offensive, discriminatory, profane, obscene,

indecent, defamatory or illegal will be immediately removed (where possible) or requested to be removed and followed up with the staff member. This applies to both official and unofficial use. Depending on the nature of the inappropriate comment, further action may be required in accordance with University policies.

It is worth remembering that comments that would be deemed inappropriate in normal conversation are no different in the online or social media environment. As in normal conversation, it is always wise to pause and think about what you want to say before responding or commenting.

STICK TO YOUR AREA OF EXPERTISE

Whilst the University respects your right to have an opinion on any topic, we advise that when it comes to commenting on a University related topic or an academic topic beyond your area of expertise that you make it clear to readers that your comment is purely your opinion. Please refer to the Media, Social Media and Public Commentary Policy for further information.

If you observe an online discussion, comment or social media page that is outside your area of expertise and you believe warrants a reply by the University, please contact the Digital and Social Media Manager and it will be followed up.

RESPECT COPYRIGHT AND INTELLECTUAL PROPERTY

Please do not post, or seek to post, content that includes material that is not your original work or that in any way infringes copyright or the intellectual property of another person without proper due reference and/or acknowledgment of that work. Please refer to the Copyright Policy and the Intellectual Property Policy for more information.

GENERATING EXCITEMENT

Social media provides a unique opportunity for us to share what we are doing with the world. We trust and expect that staff will participate in social media in accordance with these guidelines.

YOUR RESPONSIBILITY

Remember, what you write is ultimately your responsibility. While the University respects the right of its representatives to participate in social media, you will be held accountable for anything you publish (on official and unofficial social media sites) that breaches any University policies.

THE UNIVERSITY'S RIGHTS

On any social media platforms managed by the University, the University reserves the right to edit, delete, reject or remove any content (including comments, images, videos, etc) which you post or seek to post that breaches University policies.

If you believe that content posted by a University representative is inappropriate or has in some way breached these guidelines and/or University policies, please contact the Digital and Social Media Manager so the content can be reviewed.

USE OF SOCIAL MEDIA IN LEARNING AND TEACHING

Please consult your Blended Learning team to discuss your social media requirements.

INTERNAL SOCIAL MEDIA

Yammer is an enterprise communication network designed for company collaboration. Only University staff can log in to our Yammer Network.

Yammer gives staff the opportunity to connect and communicate across campuses.

For detailed guidelines on using Yammer, visit the website westernsydney.edu.au/yammer.

PART 2: MANAGING SOCIAL MEDIA

Section 2: Social Media Register

The Digital and Social Media Manager will administer and update a register of all social media sites both official and unofficial that relate to the University.

Ongoing monitoring and a regular audit of all existing official social media sites will be conducted, and the responsible staff will be notified of any changes that need to occur.

Section 3: Applying to Create Official Social Media Sites

The creation of new official social media sites must be approved by the Office of Marketing and Communication and must adhere to the University's branding guidelines.

Staff who wish to create an official social media site are first required to complete the Social Media Channel Request at westernsydney.edu.au/omc.

Staff member/s will be required to attend brief training before they can be authorised to manage official social media sites.

If you require assistance or would like to request training, please contact the Digital and Social Media Manager.

The final decision to approve any official social media sites lies with the Director, Office of Marketing and Communication.

TIMELINE FOR SUBMITTING REQUEST

The recommended timeframe is to submit a request 30 calendar days ahead of delivery. The request should be completed online at westernsydney.edu.au/omc.

Section 4: Management and Approval Process

Channel requests will be reviewed by the Digital and Social Media Manager before being referred to the Director, Office of Marketing and Communication, for final consideration. See the flow chart of approval process below.

All official sites must list a contact person who will be responsible for the site. Administrator access will also need to be granted to the Digital and Social Media Manager.

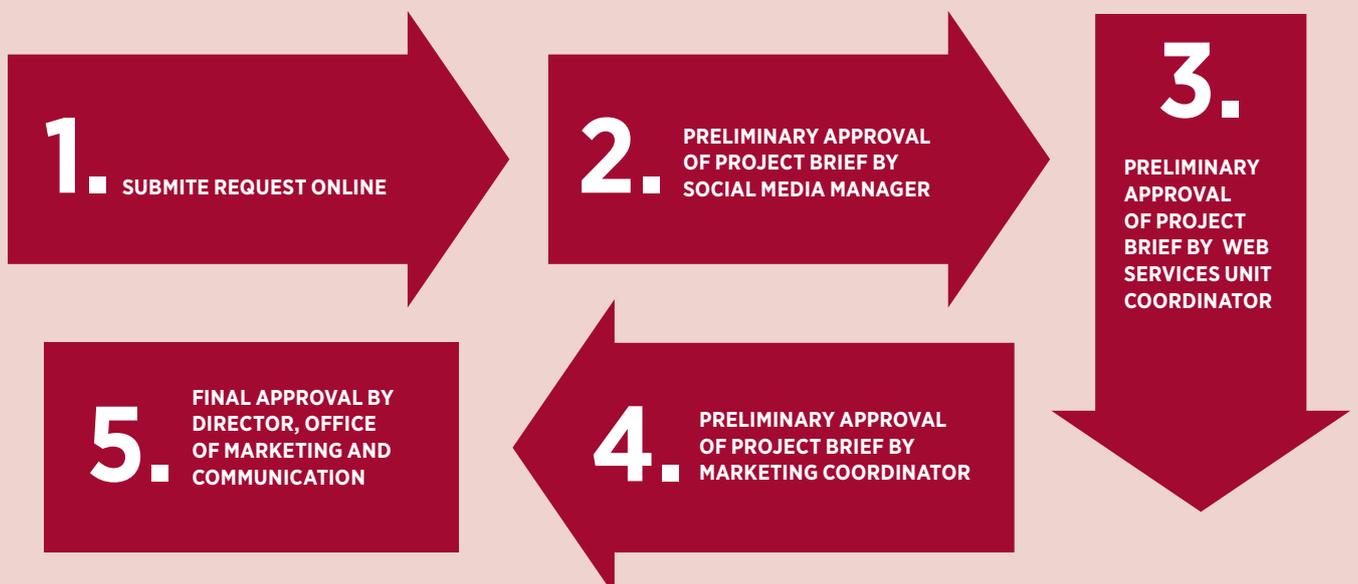
MODERATION

See Section 6.

MONITORING AND REVIEW PROCEDURES

See Section 10.

FLOW CHART OF APPROVAL PROCESS



Section 5: Service and Response Expectations of Social Media

All known social media sites will be listed on the University's Social Media Register administered by the Digital and Social Media Manager.

There is an expectation of immediacy in communication and interaction when utilising social media. As such, the servicing of social media sites requires sufficient resources to ensure appropriate levels of service responsiveness and activity.

- **Response times** – there should be a minimal turnaround time to reply to any posts/comments that require a response. Expected response times will be dependent on the type of social media. For example, a question posted on a Facebook site would be best answered as soon as possible or within 24 hours whereas a response to a blog post may be acceptable up to a week later.
- **Frequency of posting/updating information** – there should be regular posting of content/interaction on social media sites in order to sustain user interest and user group following. Sites that are left inactive for long periods of time will not prove successful.

These sites will be monitored on a regular basis to confirm if the sites are being supported in accordance with the service and response expectations outlined. If service and response expectations are not being met, the Digital and Social Media Manager may contact the site representative to discuss opportunities for social media user engagement and/or whether the continuation of the site is necessary.

Section 6: Moderation

The Digital and Social Media Manager and the Office of Marketing and Communication reserves the right to remove (or request to be removed) any content published on official social media sites which is not in accordance with the Social Media Guidelines and/or University policies. The response to suspected or known breaches of University policies will be governed by the University's General and Academic Staff Agreements.

All official sites listed on the Social Media Register will be reviewed on a regular basis to check that published content is in accordance with the Social Media Guidelines and relevant University policies. Should the review identify any content that does not meet these guidelines or policies, the Digital and Social Media Manager may contact the site manager to make recommendations for amending the content.

In addition, if any content or page constitutes a potential risk to business continuity for the University, a recommendation for pulling the information down or terminating the page will be made.

MANAGING CONTENT ON OFFICIAL SOCIAL MEDIA SITES

Staff who manage the University's official social media sites must keep the following in mind when planning and posting content:

- Only publish content that is relevant to the area of the University you are representing.
- Keep content simple so it is easy to like, comment on or share.
- Post a variety of content including text, images and videos featuring profiles and success stories as well as course and event information.
- Be consistent with the frequency of posting,

aiming for a minimum of three posts per week per channel.

- Ensure that all photographs published have the relevant authority to publish from the subject and/or photographer.

MODERATING OFFICIAL SOCIAL MEDIA SITES

Staff who manage the University's official social media sites, must:

- monitor social media channels regularly
- ensure the site contains clear moderation guidelines stating what will and will not be tolerated on the site
- hide or remove any discriminatory, defamatory or offensive posts or comments as soon as possible
- advise the Digital and Social Media Manager of any issues that escalate quickly or that may become contentious for the University as soon as possible
- respond to enquiries or comments in a timely manner
- always maintain a polite and respectful tone regardless of the comment
- where possible provide links to the University website for further information
- remove any advertisements or inappropriate posts from others on the page as soon as possible.

Section 7: Technical Standards

All implementations of social media (using APIs, widgets, etc) should be approved by the relevant business owner of the page it is embedded in.

Social media widgets must come from an official, trusted source, and not a third party or unknown provider (for security purposes).

Integrated widgets must conform to the University Web Policy and W3C Accessibility standards. This includes not interfering with the accessibility or web validation of the page in which it is embedded. Visit westernsydney.edu.au/wsu for further information.

Widgets must not adversely impact the presentation of the page or impact significantly upon any approved style or template. If you are unsure please check with your Web Coordinator.

Section 8: Social Media Advertising

The Office of Marketing and Communication coordinates the creation and execution of all social media advertising campaigns. To request support for a campaign, please complete the Social Media Advertising Campaign Request at westernsydney.edu.au/omc.

ANALYTICS/MEASUREMENT

Standard key performance indicators (KPIs) are developed for all social media advertising campaigns.

BRAND GUIDELINES

The University Brand Guidelines must be adhered to in the development of creative material for all advertising campaigns and official social media sites.

Branding must also be consistent with University's Web Style Guide. Please refer to westernsydney.edu.au/omc or contact the Office of Marketing and Communication's Marketing Assistant.

Promotion strategies

It is important that a consistent message is promoted across all channels, and there are reciprocal links between all social media platforms and communication channels. Support is available from the Office of Marketing and Communication.

PROCESS FOR SUBMITTING REQUEST

The recommended timeframe is to submit a request 30 calendar days ahead of delivery. The request should be completed online at westernsydney.edu.au/omc.

Section 9: Points of Presence

There is the opportunity for social media links to have a presence across the University's web space on relevant pages and mini-sites. The logo/widget placement must be consistent with Visual Identity and Web Style Guide and the specifications of the social media provider. Presence or location of links and widgets will be approved through the formal approval process.

EMBEDDING SOCIAL MEDIA

In some instances it may be appropriate for a social media tool to be embedded in the University website. This decision will be reviewed through the formal approval process and will consider the Web Policy, brand implications, technical requirements, and cost.

For further information on adding social media elements to the website, visit westernsydney.edu.au/wsu.

Section 10: Monitoring and Review Procedures

INFORMAL MONITORING

The Digital and Social Media Manager will informally monitor new/existing/developing social media on an ongoing basis. Informal monitoring includes:

- reading articles and blog sites
- attending conferences
- joining social media research groups.

FORMAL MONITORING

All social media conversations that refer to the University, both official and unofficial, will be monitored through a social media listening platform.

All official sites will be reviewed on a regular basis to check that published content is in accordance with relevant University policies and social media guidelines, particularly that sites are being updated in accordance with the service and response expectations outlined in Section 4.

All unofficial sites will also be monitored regularly to determine what, if any, impact the content of these sites may have on the University's reputation. Should you be aware of an unofficial site which includes content about the University, please inform the Digital and Social Media Manager so that the site can be monitored.

REVIEW

The Digital and Social Media Manager will meet with key stakeholders quarterly or as frequently as needed depending on the social media climate. Meetings will include the following items for discussion:

- changes in social media trends and technologies (new, popular, etc)

- recommendations for improvement to current practices
- specific social media sites that are no longer relevant and review if support is still required (decision to terminate site)
- changes and updates required for the Social Media Guidelines and relevant policies
- identification and raising of general issues.

IMPLEMENT

Recommendations put forward by the Digital and Social Media Manager will be sent to the Director, Office of Marketing and Communication, for approval.

ASSESSING EFFECTIVENESS OF OFFICIAL SOCIAL MEDIA SITES

Evaluation of our official social media sites is required on a regular basis to ensure that they remain relevant and deliver a consistent level of service.

Staff who manage the University's official social media sites, must:

- conduct an audit and evaluation of social media site/s every six months including analysis of growth, reach, engagement levels and feedback from users
- provide evaluations and any recommendations to the Digital and Social Media Manager.

Should an official social media site be decommissioned due to inactivity or lack of interest, the staff member responsible for managing the site should:

- ensure users are informed of the closure of the site
- ensure links to the site from other University sites are updated or removed
- migrate any relevant content to another site or archive content.

Contact the Digital and Social Media Manager for assistance or advice.

Section 11: University Response to Adverse Postings on External Websites

The University will examine any posting on any external, non-University, social media or other website that it becomes aware of that threatens or incites harm to its staff, students or facilities, or any posting or website that threatens the University's reputation. The University will take action using these guidelines where it believes a posting or a website breaches its policies.

EXTERNAL WEBSITES

- Staff should not respond to any postings on external social media websites unless authorised by their unit head to do so on behalf of the University.
- Where a staff member believes that comments made on an external website contravene these guidelines or breach University policy, the staff member should advise his/her supervisor or unit head. If possible the web page where the posting appears should be printed, and the date and time recorded.
- The supervisor or unit head will determine what action to take in accordance with these guidelines, and with advice from the Office of Marketing and Communication.
- The unit head will follow these guidelines in determining what action should be taken.
- The University is committed to the safety and wellbeing of its staff and to providing support to staff where necessary, but it is important for staff to understand that the unit head will not always recommend

a response or other action on behalf of the University. Staff in frontline or front-of-house activities, such as lecturers and tutors, and Student Central and Campus Safety and Security staff are more likely to be the subject of complaints, and, accordingly, unacceptable social media postings. The University (through the Office of Organisational Development) will provide training to frontline staff in dealing with social media commentary.

- In some cases, depending on the nature of the posting, it will be appropriate for the University to take action, possibly including legal action if the matter warrants it.

UNIVERSITY WEBSITES

If an offensive posting is on an official University social media site (that is a website approved in accordance with the Media, Social Media and Public Commentary Policy and registered on the Social Media Registry), the official moderator is responsible for ensuring that postings do not breach University policy. However, the University, through the Digital and Social Media Manager can remove (or request to remove) any postings on an official University website if they contravene University policy.

UNIVERSITY ACTION ON ADVERSE POSTINGS

The University has developed four levels of action in responding to unacceptable social media postings or other activity on external websites.

1. Monitor

- There are circumstances where it is appropriate or necessary for the University to require no response to a posting on an external social media or other website. In fact, it is sometimes better for the University not to respond as doing so may create a negative reaction and inflame the matter.
- At times, it may be appropriate to let the conversation run its course. Social media can also be self-regulating.

- The University will continue to monitor such discussion. A staff member should raise any matters of concern with his/her supervisor or unit head in the first instance.

2. Contact

- Where the University believes that a posting or website has the potential to breach University policy, it may contact the author and/or the website to request that the material be removed. At times, people are unaware that their posting could contravene University policy and lead to more serious action being taken by the University or the individual concerned. The relevant unit head will discuss with the Office of Marketing and Communication the appropriate course of action to take.
- If the posting is believed to be by a student, the Vice-President (People and Advancement) or nominee, or Dean is the appropriate person to make contact. Such contact will be made in consultation with the relevant unit head, and the Office of Marketing and Communication.
- On other occasions, it will be appropriate for the unit head to authorise a response to a posting. It may be, for example, to provide some advice on process, to clarify or apologise for a problem that has arisen, to suggest alternative methods of making a complaint or to try to resolve an issue. Any response should be carefully considered and advice can be sought from the Vice-President (People and Advancement), Office of Marketing and Communication, or Office of Legal Counsel (OLC).
- Where the posting is anonymous, the University (through the Office of Marketing and Communication) may request that the website owner remove the content, and may take action to determine the real name of the author.

3. Initiate Misconduct Procedures

- Where a posting on a social media or other website contravenes University policy and the University believes the matter warrants it, the University will take action under the relevant policies.
- The relevant unit head may seek advice from the Office of Governance Services, the Pro Vice-Chancellor, Students or nominee, Office of Marketing and Communication, Office of People and Culture or Office of Legal Counsel in undertaking such action. The University (through the Office of Marketing and Communication) will also make contact with the author or website owner to request that the material be removed.

4. Contact the Police

- The University will not tolerate any posting on a social media or other website that threatens or incites harm to its staff, students or facilities. Such threats are taken seriously and will be referred to the police, even if the posting is anonymous.
- Where such threats are made, the Director, Campus Safety and Security, should be advised immediately. The University will not respond to any posting of this manner unless the Director, Campus Safety and Security authorises a response.
- Where a posting misrepresents an individual, business or other entity's relationship with the University the relevant Deputy Vice-Chancellor will seek legal advice on behalf of the University about what action to take against the owner of the website or the person/s making the posting.

Section 12: Communication

The Digital and Social Media Manager will endeavour to keep abreast of social media technologies and trends and share this information with the University community.

Information will be made available through the following locations:

- Join the Conversation web page at westernsydney.edu.au/jointheconversation
- Yammer Social Media interest group via the University Yammer network
- Contact the Digital and Social Media Manager with your enquiries via email at n.swanson@westernsydney.edu.au.

The University community is also encouraged to attend the Web Services Unit Forums to keep up to date with web and social media initiatives.