



SOCIAL MEDIA POLICY

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First Approved by:	University Council		
Custodian title & e-mail address:	Director, Strategic Marketing and Communications Unit brand@uow.edu.au		
Author:	Director, Strategic Marketing and Communications Unit		
Responsible Division & Unit:	Strategic Marketing and Communications Unit Senior Deputy Vice-Chancellor		
Supporting documents, procedures & forms of this policy:	UOW Brand Guidelines (staff only) Coursework Rules Delegations of Authority Policy IT Acceptable Use Policy Marketing, Media and Communications Policy Respect for Diversity Policy Social Media Guidelines (Staff only) Student Conduct Rules University Code of Conduct UOW Inclusive Language Guideline (staff only) UOW Privacy Policy UOW Social Media House Rules UOW Social Media Marketing Strategy (Staff only) UOW Strategic Plan 2016 – 2020 Use of the University Name by Third Parties Policy Use of the University Name in Public Statements Policy		
Relevant Legislation & External Documents:	Education Services to Overseas Students Act, 2000 (Commonwealth) The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007 Copyright Act 1968 (Commonwealth) Trade Marks Act 1995 (Commonwealth)		



UNIVERSITY
OF WOLLONGONG
AUSTRALIA

	Competition and Consumer Act 2010 (Commonwealth) University of Wollongong (Academic Staff) Enterprise Agreement, 2015 (staff only) University of Wollongong (General Staff) Enterprise Agreement, 2014 (staff only)
Audience:	Public

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Contents

1	Purpose of Policy.....	4
2	Definitions.....	4
3	Application & Scope	5
4	Standards and Exceptions.....	6
5	UOW Rights for Official UOW Social Media	6
6	UOW Brand and Identity.....	6
7	Creating an Official UOW Social Media Presence	7
8	Staff Behaviour on Social Media.....	7
9	Personal Use of Social Media by UOW Staff.....	8
10	Student Behaviour on Social Media	8
11	Breaches of Policy and Misconduct	9
12	Roles & Responsibilities	9
13	Version Control and Change History	11
	APPENDIX 1: UOW's SOCIAL MEDIA HOUSE RULES	12



1 Purpose of Policy

1. This policy is designed to:
 - a) Provide a framework and processes regarding the terms of use of Social Media by the UOW Community.
 - b) Ensure UOW's reputation is not brought into disrepute or subject to derogatory treatment on any Social Media platform.
 - c) Communicate the responsibilities of the UOW Community when using Social Media.
 - d) Outline consequences of breach of this policy and associated misconduct.
2. This policy replaces the Social Networking Use Guidelines.

2 Definitions

Word/Term	Definition (with examples if required)
Digital Media	Images and content, whether audio, audiovisual or written, that exists in a digital format, and resides on a local device (CD, DVD, hard drive) or remote location (website).
External Audience	Individuals who are not in the UOW community.
Inappropriate Use	Use of Social Media in contravention of the law or otherwise not in compliance with this policy.
Internal Audience	Individuals who are Staff, Students and/or Others in the UOW Community.
Official UOW Social Media	Social Media accounts that are owned or operated by any member of the UOW Community and that are officially endorsed by UOW in accordance with section 7 (Creating an Official UOW Social Media Presence).
Others in the UOW Community	Persons who hold Honorary or Visiting appointments, in conjunction with UOW's Appointment of Visiting and Honorary Academics Policy, and University Honorary Award recipients (including University Fellows, Emeritus Professors and Honorary Doctorate recipients). It also includes Third Party contractors who are engaged by UOW to specifically support activities on Official UOW Social Media.
Personal Use	Use that cannot be classed as Promotional Communications and that cannot be reasonably linked to Professional Use.
Professional Use	Use by a Staff member in connection with their appointment at UOW. This includes casual Staff.
Promotional Communications	Communications material and merchandising created by or for UOW in all media and other formats to promote a product, service or an area of UOW to a specific audience. Such materials include, but are not limited to Print Materials, print or online Advertisements, television commercials, Digital Media, Social Media and all forms of branded merchandise, gifts and giveaways.



Social Media	Websites, pages and applications that enable the creation and sharing of information or ideas with each other or to participate in social networking, whether known now or developed in the future.
Staff	All persons engaged by UOW as academic or professional services staff regardless of their level classification. For the purposes of this policy, it also includes all persons engaged by UOW as casual employees.
Students	A person enrolled to study or registered for a course at UOW, whether undergraduate or postgraduate, research, domestic or international, part-time or full-time.
Sub Brand Mark	Approved Mark designed to differentiate it from the UOW Master Brand.
Third Party	An organisation, company or individual external to UOW.
UOW	University of Wollongong.
UOW Community	Includes Staff, Students and Others in the UOW Community.
UOW Mark	All or any brand marks, Sub Brand Marks and UOW Trade Marks that identify UOW (also known as logos) and can include visual identity elements (font, colours, images, graphic devices and style), the language system and tone of voice (the way UOW sounds in its written, spoken or heard communications). Examples are the Sub Brand Marks and the UOW Master Brand Mark.
UOW Master Brand Mark	The master brand mark of UOW, also known as a logo, incorporates two elements; the UOW crest and the words “University of Wollongong Australia”. The Master Brand Mark does not include reference to an academic identity (Faculty, School or Department).
UOW Trade Mark	Includes the UOW Master Brand Mark, Sub Brand Marks, UOW Trade Marks and trading names of UOW, whether registered or unregistered. It does not include a brand Mark that is not used with, or derived from, the UOW Master Brand Mark.
User/s	UOW Community

3 Application & Scope

1. This policy applies to the use of Social Media by the UOW Community.
2. All Digital Media produced by the UOW Community for use on Social Media must comply with all relevant common law and legislation, such as the Copyright Act 1968 (Commonwealth), Trade Marks Act 1995 (Commonwealth) and Competition and Consumer Act 2010 (Commonwealth).
3. All Digital Media produced by Users for use on Social Media must comply with University policies such as the University Code of Conduct, Respect for Diversity Policy, Privacy Policy, Marketing, Media and Communications Policy, Student Conduct Rules, Bullying Prevention Policy, Sexual Harassment Prevention Policy and the Inclusive Language Guidelines.
4. For clarity, this policy applies to Students, except where the activity is undertaken on UOW’s closed teaching and learning platforms and it will not be released publicly as a form of Promotional Communications.



5. This policy does not apply to UOW controlled entities (for example UOW Enterprises, UOW College, UOW Dubai, UniCentre and URAC) or affiliated entities (for example, IHMRI) but who are expected to have their own equivalent Social Media policies, that are endorsed by the Senior Deputy Vice-Chancellor.
6. Where this policy refers to the title of a position at UOW, that reference is taken to include any future change in title for that position, provided the position is substantively the same.

4 Standards and Exceptions

1. Use of the UOW name on Social Media must be in accordance with the Use of the University Name in Public Statements Policy and the Marketing, Media and Communications Policy.
2. The Strategic Marketing and Communications Unit coordinates and provides oversight of digital marketing activities, including Official UOW Social Media, at an institutional level. It also provides social listening reporting, analytics and advice.
3. Any use of Social Media by the UOW Community must not bring UOW into disrepute, compromise effectiveness of work or study, imply UOW endorsement of personal views or disclose, without authorisation, UOW's confidential information.
4. All Users are expected to maintain a professional, courteous and respectful approach when interacting on Social Media.
5. Users must be mindful that content posted on Social Media is generally public and is archived permanently.

5 UOW Rights for Official UOW Social Media

1. UOW may at any time delete, modify, suspend or discontinue, temporarily or permanently, any Official UOW Social Media account with or without notice, where content posted is offensive, derogatory or breaches this policy.
2. Where content associated with any Official UOW Social Media may be considered a breach of this policy, the Strategic Marketing and Communications Unit should be notified as soon as possible.
3. UOW may remove (where possible) any content on Official UOW Social Media that in UOW's reasonable opinion is offensive, inaccurate, discriminatory, indecent, defamatory, illegal or in breach of any State or Federal law or UOW policy.
4. Where content associated with UOW is made available on Social Media other than on Official UOW Social Media, and such content is, in the reasonable opinion of UOW, offensive, discriminatory, indecent, victimizing, humiliating, threatening, degrading, excluding, defamatory, illegal or in breach of any State or Federal law or UOW policy, UOW may request the relevant account owner to perform any action in relation to that content that UOW may require.

6 UOW Brand and Identity

1. The UOW brand is a valuable asset and is integral to its image and reputation as perceived by stakeholders and the general public. It expresses its mission and values, strategic vision, culture and purpose.
2. Activities undertaken on Official UOW Social Media impact on UOW's brand and reputation, so it is important that all communications accurately and professionally reflect the UOW brand, as outlined in the UOW Brand Guidelines, or approved Sub Brand Guidelines, where the context permits.



7 Creating an Official UOW Social Media Presence

1. Official UOW Social Media is Social Media that is owned or operated by Staff, is officially endorsed by UOW and serves the strategic purpose of communicating with a key target audience in order to strategically connect with that audience, to positively promote the UOW brand.
2. Staff members may undertake Official UOW Social Media activities at faculty, unit or individual Staff level provided that such activities are undertaken in the Staff member's official capacity as a Staff member, has been endorsed by the relevant Divisional Director, Executive Dean or Faculty Executive Manager and is in accordance with this Policy.
3. Once clause 7.2 of this policy has been fulfilled, Staff must develop and submit the following documentation to the Digital Marketing team in the Strategic Marketing and Communications Unit for approval at least three weeks prior to intended launch date for the channel:
 - a) A Social Media strategy including KPI's and an ongoing maintenance and resource plan;
 - b) A content plan.
4. This submission will be approved by the Director, Strategic Marketing and Communications, who may escalate approval to the relevant Senior Executive portfolio owner. This escalation will occur where clarification is required for alignment with UOW's strategy and/or brand and reputation management.
5. Each Social Media platform has its own rules and regulations for use, which must be adhered to in addition to this policy and the UOW Social Media House Rules (Appendix 1). Users of Official UOW Social Media must ensure that they are aware of all relevant rules, regulations, guidelines and policies prior to use.
6. Students, Student groups or associations wishing to use the UOW Mark on Social Media must do so in accordance with the Marketing, Media and Communications Policy.
7. Any Social Media activities undertaken by a Student or Student group in connection with UOW, whether or not as part of a formal course of study, that are not endorsed by UOW in accordance with this policy, must include a reasonably prominent disclaimer on the relevant site, indicating that the site is not endorsed by or affiliated with UOW (e.g. 'This page is in no way associated, endorsed or affiliated with UOW. All thoughts and comments are my own').

8 Staff Behaviour on Social Media

Using Official UOW Social Media

1. When using Official UOW Social Media, Staff need to be aware that the content they post is seen as an endorsement by UOW and therefore should consider how their use of Official UOW Social Media will impact on UOW's brand and reputation.
2. Staff that use Official UOW Social Media accounts are responsible for exercising careful and appropriate judgement when posting content onto any Social Media platform.
3. UOW is responsible for the content posted on Official UOW Social Media. Consequently, Staff managing an Official UOW Social Media account must do everything reasonably possible, including adhering to UOW's Social Media House Rules (Appendix 1) and actively monitoring their social presence, to ensure that content posted is accurate and is not offensive, discriminatory, indecent, defamatory, illegal or in breach of any State or Federal law or UOW policy. If the content is considered inappropriate or unlawful, UOW reserves the right to remove the content as outlined in Section 5 of this policy.



Posting Content on Behalf of UOW

4. Staff must not post any inappropriate content on Social Media platforms, including:
 - a) Any individual's personal information, such as full name, address, phone number, personal email address, Student identification numbers, or anything else considered as personal information under the UOW Privacy Policy;
 - b) Spam, such as: irrelevant or non-strategic Third Party advertisements, commercial solicitations, affiliate links;
 - c) Content that is profane, discriminatory, defamatory, fraudulent, unlawful, pornographic, obscene, offensive, threatening, hateful or otherwise objectionable;
 - d) Content that makes UOW appear to be affiliated with a company, social group, political affiliation, product or individual when it is not the case;
 - e) References to Student or Staff performance or Student records without prior consent from the Student or Staff member;
 - f) Material that violates the copyright or other intellectual property rights of any person;
 - g) Information or software containing a virus, or other damaging or destructive components to UOW systems and infrastructure.

9 Personal Use of Social Media by UOW Staff

1. UOW Staff must:
 - a) Keep a clear distinction between Personal Use and Professional Use.
 - b) Be conscious of their connection to UOW as they post on personal Social Media accounts.
 - c) Not disclose confidential or proprietary information obtained through work via Social Media.
 - d) Not use UOW in the username of any non-UOW account.
 - e) Use common sense when using personal Social Media accounts, remembering that nothing online is truly 'private'.
 - f) Not depict themselves as a UOW representative, discuss matters relating to UOW unless they have the delegated authority to do so, and comply with the Use of the University Name in Public Statements Policy.

10 Student Behaviour on Social Media

1. Students must not depict themselves as a representative of UOW and/or discuss matters relating to UOW without permission to do so. Permission to do so must be provided by Staff with delegated authority, as outlined in the Delegations of Authority Policy.
2. All Student use of Social Media, to the extent it is accessed using UOW accounts, must comply with the IT Acceptable Use Policy, Bullying Prevention Policy, Sexual Harassment Prevention Policy and the Student Conduct Rules.
3. When using Social Media, Students must ensure they understand and comply with the rules and regulations stipulated by each Social Media platform being used, as outlined in Appendix 1.
4. Students must use common sense when using personal Social Media accounts, remembering that nothing online is truly 'private'.



11 Breaches of Policy and Misconduct

Staff and Others in the UOW Community:

1. Alleged breaches of this policy must be referred to the Strategic Marketing and Communications Unit for review, and escalation where required, to the Staff member's supervisor.
2. Where a breach of this policy has occurred, the Strategic Marketing and Communications Unit may seek to resolve the matter informally and directly with the member of Staff and their supervisor.
3. For serious or continued alleged breaches, appropriate disciplinary action will be taken in accordance with relevant UOW misconduct guidelines or procedures, applicable policies, enterprise agreements or contracts and the defined rules of the relevant Social Media platform.

Students:

4. Alleged breaches of this policy must be referred to the Student and Accommodation Services Division for review.
5. Where an alleged breach of this policy is notified to the Student and Accommodation Services Division, they may seek to resolve the matter informally via existing Social Media communication channels e.g. a private Facebook message to the relevant Facebook page administrator.
6. For serious or continued alleged breaches, appropriate disciplinary action will be taken in accordance with relevant UOW misconduct guidelines or procedures, applicable policies and the defined rules of the relevant Social Media platform. The Student and Accommodation Services Division may also refer the matter to UOW's Governance and Legal Unit for further review and action.

Breaches of Law:

7. Where Inappropriate Use under this policy constitutes a breach of any law, legal action may also be taken by UOW.
8. Students must not depict themselves as a representative of UOW and/or discuss matters relating to UOW without permission to do so. Permission to do so must be provided by Staff with delegated authority, as outlined in the Delegations of Authority Policy.
9. All Student use of Social Media, to the extent it is accessed using UOW accounts, must comply with the IT Acceptable Use Policy, Bullying Prevention Policy, Sexual Harassment Prevention Policy and the Student Conduct Rules.

12 Roles & Responsibilities

1. The Strategic Marketing and Communications Unit:
 - a) is responsible for representing the strategic direction of the University on Social Media;
 - b) provides support and advice on strategic Social Media activities to Staff, Students and Others in the UOW Community;
 - c) provides training and advice on the appropriate use of the University brand (including on Social Media) to Staff;
 - d) reviews relevant Social Media related policies and guidelines regularly to ensure that they remain current and consistent with UOW's strategic plan and other relevant policies;
 - e) audits UOW's Social Media presence as required; and



- f) reviews content and appropriateness in accordance with this policy.
- 2. UOW Social Media managers:
 - a) Set up, maintain and regularly review their own Social Media strategies and content plans;
 - b) Monitor their Social Media platforms during AEST business hours, and aim to respond to enquiries within 24 hours;
 - c) Manage page roles and settings;
 - d) Remove and ban people from the platform;
 - e) Respond to and delete comments and posts to their platform(s);
 - f) Review adverts; and
 - g) Advise SMCU Digital Marketing Team of any change to Social Media management.
- 3. UOW Social Media contributors:
 - a) Edit the page, create posts, send messages;
 - b) Create adverts, view insights; and
 - c) Send messages from their platform(s).
- 4. UOW Community:
 - a) Are responsible for informing themselves and understanding the contents of this policy and related guidelines and appendices, to ensure the integrity of the UOW brand and reputation.
 - b) Are familiar with each individual Social Media platform's rules and regulations.



13 Version Control and Change History

Version Control	Date Effective	Approved By	Amendment
1	22 April 2016	University Council	First Version. Replaces the Social Networking Use Guidelines.
2	30 June 2016	Chief Administrative Officer	Minor punctuation changes and deletion of definition of “Mark”
3	8 May 2020	Senior Deputy Vice-Chancellor	Administrative amendment to update Senior Executive titles.
4	15 January 2021	Senior Deputy Vice-Chancellor	Administrative amendments to reflect divisional and faculty realignments.
5	11 June 2021		Removed link to rescinded Web Management Policy



APPENDIX 1: UOW's SOCIAL MEDIA HOUSE RULES

UOW encourages comments and posts on our social media sites as a forum for you to contribute your thoughts about UOW news and to participate in civil conversations about topical issues.

By engaging with us in any way on social media, you agree to abide by our Social Media House rules:

- **Be polite:** Treat other people using UOW social media sites, including our staff moderators, with respect and courtesy. Comments using inappropriate language, which are abusive towards other users, or which appear to deliberately provoke arguments, will be deleted.
- **Don't break the law:** Do not post comments which are potentially defamatory, discriminatory, incite violence, infringe copyright or are otherwise unlawful. Messages that are factually wrong and misleading may also be deleted.
- **Stay on topic:** News articles and opinion pieces are provided for you to discuss the articles' content. Do not post messages which are irrelevant. Trolls will be banned or blocked.
- **Don't dominate the conversation:** UOW reserves the right to hide or delete comments from participants who seek to dominate the discussion.
- **Don't advertise:** Contributions that seek to endorse commercial products or activities or solicit business will not be accepted. UOW publishes links to other websites at its sole discretion.
- **Be transparent:** Comments and posts must not intentionally impersonate other people.

These rules apply to all UOW operated social media accounts listed on the [Connect with UOW](#) page, and apply across all social media platforms.

Due to the design of some platforms, we may not be able to contact you to alert you if your content goes against UOW's Social Media House Rules. However, if you repeatedly violate these conditions, you may be banned from one or all UOW social media pages.

Your participation in UOW's social media sites is also governed by UOW's [Privacy Policy](#)

Also, each social media platform also has its own standards which you must abide by. Ensure you familiarise yourself with these before using each social media channel.