



Tasmania University Union Inc.

Social Media Policy

Responsible Officer: Executive Officer
Approved By: Board of Management
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1. Purpose

The purpose of the Tasmania University Union (TUU) Social Media Policy (**Social Media Policy**) is to provide student representatives and staff with clear rules to guide communication by social media. The TUU Media Policy governs communication by other forms of media. The Social Media Policy is intended to ensure that the TUU speaks with a united voice and advocates effectively on behalf of the University of Tasmania's student body, without unduly hampering the ability of student representatives and staff to fulfil their roles within the organisation.

2. Scope

This policy applies to:

- i) TUU student representatives elected and appointed;
- ii) TUU staff;
- iii) TUU Board of Management.

For the purpose of this policy Council is represented by the President, and the Board of Management is represented by the Executive Officer.

This policy does not apply to TUU appointed *Togatus* editorial and support staff undertaking their duties on *Togatus* social media.

3. Compliance with TUU Policies

In communication by social media, TUU student representatives and staff members must comply with all TUU policies and codes of conduct.

To the extent of any inconsistency, the provisions of the Social Media Policy shall prevail.

4. Definitions

- a) "Board" shall mean the TUU Board of Management.
- b) "Council" shall mean the Statewide Student Representative Council of the TUU.
- c) "Executive Officer" shall mean the person holding the office of Executive Officer of the TUU.
- d) "President" shall mean the person holding the position of President of the Council of the TUU.
- e) "Social Media" refers to website and applications that enable users to produce and share content and participate in online social networking, and includes but is not limited to:
 - Music-sharing websites and applications;
 - Video-sharing websites and applications, such as YouTube;

- Picture-sharing websites and applications, such as Flickr and Instagram;
 - Podcasts;
 - Online social networks, such as Facebook and Twitter, whether public or closed;
 - Wikis;
 - Online virtual worlds, such as Second Life;
 - Blogs; and
 - Online forums.
- f) “Staff” shall mean employees of the TUU.
- g) “TUU” shall mean the Tasmania University Union Inc.
- h) “University” shall mean the University of Tasmania.

5. TUU Facebook Pages

For the purposes of the Social Media Policy, social media refers to websites and applications that enable users to produce and share content and participate in online social networking.

5.1 Administrators

The President and Student Development Administrator shall serve as administrators on all public TUU Facebook pages.

Campus Presidents and the Postgraduate President shall also serve as administrators of their respective TUU Facebook pages.

Without authorisation from Council or the Executive Officer, TUU Facebook page administrators must not on public or closed TUU Facebook pages:

- i) Express views about higher education or the TUU; or
- ii) Promote any commercial venture; or
- iii) Express views about the administration of the University of Tasmania; or
- iv) Criticise any stakeholder or external organisation.

Administrators must comply with directions from the President and the Executive Officer regarding content on TUU public and closed Facebook pages.

Administrators must rectify inaccuracies in posts to TUU Facebook pages as soon as practicable after the inaccuracies are brought to their attention.

5.2 Content

TUU Facebook page administrators, student representatives and TUU staff must not on public or closed TUU Facebook pages:

- i) Express views that could potentially expose the TUU to legal liability; or
- ii) Express views that bring the TUU into disrepute; or
- iii) Express views contrary to official TUU positions; or
- iv) Express views about the TUU's internal operation or the performance of other TUU student representatives or staff; or
- v) Bully, harass or intimidate any person; or
- vi) Post statements known to be inaccurate.

6. Official Social Media Spokesperson

6.1 Official Position

6.1.1 TUU Official Position

The TUU official position about matters in relation to the TUU or higher education is determined by the Board.

The TUU official position about matters in relation to the TUU or higher education may be submitted by Council or the Executive Officer, but must be approved by the Board prior to being made public.

Any statement or press release issued pertaining to the TUU official position on any matters must:

- i) clearly acknowledge that the statement is made on behalf of the TUU; and
- ii) be circulated to members of Board, Council and the Executive Officer prior to its release.

Any official position of the TUU, shall not prevent the Council from advocating an alternative position provided it complies with clause 6.1.2.

6.1.2 Council Official Position

The Council, or President in accordance with provisions of clause 6.2 of this Policy, may determine Council's official position about matters in relation to the TUU or higher education.

Any statement or press release issued by Council or the President pertaining to Council's official position on any matters must:

- i) clearly acknowledge that the statement is made on behalf of Council if approved by Council; or
- ii) clearly acknowledge that the statement is the view of the President if Council have not been consulted; and

- iii) be circulated to members of Council, Board and the Executive Officer prior to its release.

Any official position of the Council, shall not prevent the Board from advocating an alternative position provided it complies with clause 6.1.1

6.2 Consultation with Council

The President shall take reasonable steps to consult with Council before determining Council's official position about matters in relation to the TUU or higher education.

The President may determine the Council's official position about matters relating to the TUU or higher education, if it is impracticable due to time constraints to consult with Council, but must state that it is the view of the President.

6.3 Authorisation

The President or the Executive Officer may authorise other TUU student representatives and staff to communicate on the TUU's behalf by social media.

The President or the Executive Officer may not retrospectively authorise other TUU student representatives or staff to communicate on the TUU's behalf by social media.

In authorising others to communicate on the TUU's behalf by social media, the President and Executive Officer may take into account:

- The TUU's capacity to advocate effectively on behalf of the University of Tasmania's student body;
- The desirability of a consistent approach to authorising TUU student representatives and staff to communicate by social media;
- The ability of TUU student representatives and staff to express views in their personal capacities;
- The TUU's potential exposure to legal liability;
- The ability of TUU student representatives and staff to fulfil their function within the organisation efficiently; and
- Any other relevant considerations.

TUU student representatives and staff authorised by the President or Executive Officer to communicate on social media on behalf of the TUU, must comply with all provisions of the TUU Social Media Policy.

7. Personal Social Media Usage

7.1 Definition of Personal Use

For the purpose of the Social Media Policy, personal use refers to social media usage in which TUU student representatives and staff identify as individuals and not as office bearers.

7.2 Restrictions on Personal Use

In the course of personal social media use, TUU student representatives and staff are bound by the provisions of clause 5.2.

TUU student representatives and staff must take all reasonable steps to indicate that the opinion expressed is a personal one and not TUU's official position.

7.3 Promotion of TUU activity

In the course of personal social media use, TUU student representatives and staff may promote TUU services and events.

Promotion of TUU services and events must be accurate and comply with directions from the President or Executive Officer, and comply with the provisions of clause 5.2.

8. Enforcement of Policy

8.1 Content Misstatement

Administrators must rectify inaccuracies in posts to TUU Facebook pages as soon as practicable after the inaccuracies are brought to their attention.

8.2 Complaints

Complaints in relation to breaches of the Social Media Policy should be made in writing, providing evidence of the alleged breach.

8.2.1 Student Representatives

Upon receiving a complaint that a TUU student representative has breached the Social Media Policy, Council must investigate the alleged breach and provide the TUU student representative responsible with an opportunity to respond. A determination will then be made by Council on the validity of the complaint, and any appropriate disciplinary action required.

8.2.2 TUU Staff

Upon receiving a complaint that a TUU staff member has breached the Social Media Policy, the Executive Officer must investigate the alleged breach. The process to determine the validity of the complaint and the appropriate disciplinary action is specified in Clause 37 Performance Management of the TUU Enterprise Agreement 2014.

8.2.3 President

Any complaint against the President of breaching the Social Media Policy should be referred to the Executive Officer.

8.2.4 TUU Executive Officer

Any complaint against the Executive Officer of breaching the Social Media Policy should be referred to the Chair of the Board of Management.

8.2.5 Conflict of Interest

The TUU may engage an independent investigator for complaints of serious breaches of the Social Media Policy where a conflict of interest is declared.

8.2.6 Unresolved Complaints

Unresolved complaints of bullying, harassment or discrimination which contravene the University of Tasmania Behaviour Policy may be referred to the University for investigation of general misconduct and disciplinary action under Ordinance No. 9 Student Discipline.

8.3 Disciplinary Action

If alleged breaches are confirmed to have occurred, disciplinary action for breaches of the Social Media Policy by TUU student representatives may include the following, and will be determined according to the seriousness of the breach:

- Official warning; or
- Attendance at mediation sessions; or
- A fine equivalent to two week's pay (or such other amount determined by Council); or
- Suspension from office for a period of one month without pay (or such other period determined by Council); or
- Vote of no confidence to remove the student representative from office.

In most instances, unless the breach is determined to be serious, Council will issue an official warning, detailing the nature of the breach and consequences of further breaches.

8.4 Factors Affecting Disciplinary Action

Factors relevant to the determination of the appropriate disciplinary action for TUU student representatives who have breached the TUU Social Media Policy include:

- Whether the representative knowingly breached the Social Media Policy;

- The representative's motivation;
- The representative's history of compliance with the Social Media Policy;
- The representative's history of compliance with other TUU policies and the code of conduct;
- The TUU's exposure to legal liability;
- The desirability of a consistent approach to Social Media Policy breaches to deter future breaches; and
- Any other relevant considerations.

8.5 Procedure for Determination of Policy Breach

Council may only determine whether a breach took place and the appropriate disciplinary action at a Council meeting.

Student representatives accused of breaching the Social Media Policy have a right to speak before Council makes a determination. Should a student representative accused of breaching the Social Media Policy fail to attend the Council meeting without providing a reason for his/her absence to the General Secretary, he/she is taken to waive this right.

A member of Council must give the student representative accused of breaching the Social Media Policy one week's notice before making a determination.

8.6 Special Procedures for Imposing Fines or Dismissal

Disciplinary action of imposing a fine, suspending or removing the student representative from office requires an approval vote of six members of Council.

A motion of No Confidence to remove student representatives from office must be ratified by the TUU Board of Management to be effective.

8.7 Appeals Process

A student representative may appeal a penalty imposed for breaching the Social Media Policy. Appeals will be heard by the TUU Board of Management, should be forwarded to the secretary of the Board of Management and must be:

- i) in writing;
- ii) state specific clause of policy breached;
- iii) state penalty imposed;
- iv) provide grounds for appeal;

- v) provide supporting evidence for appeal.

The appeal will be considered by the Board of Management, who will advise the student representative of the decision within 7 days of receiving the appeal.

9. Review

This policy will be reviewed annually, or as needed, by Council and the Executive Officer. Any amendments deemed necessary will be approved by the TUU Board of Management.

10. Versioning

<i>Title</i>	<i>Para. Amended</i>	<i>BOM Approval Date</i>
Policy approval		18/8/2015
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