**Curtin Student Guild Media and Social Media Policy**

**Category:** Governance

1. Purpose

This is the official policy for media dealings and social media use at the Curtin Student Guild and provides guidance for employees and officers along with anyone who is authorised to engage the media and/or post content on behalf of the Guild.

All employees and officers are responsible for knowing and understanding and the policy.

1. **Policy statement**

This policy outlines the protocols, responsibilities and restrictions for employees and officers of the Guild for interaction with the media and for using social media.

It is vital not to jeopardise the reputation of the Guild when interacting with the media or displaying information that may regard, resemble or reference the Guild on social media. This includes the personal social media accounts of all employees and officers.

This policy does not seek to restrict freedom of expression, speech or publication, providing that these views are not expressed as or could reasonably be misconstrued as the official view of the Guild.

1. **COMPLIANCE**

Depending on the circumstances, non-compliance with this policy may constitute a breach of employment or contractual obligations, misconduct, sexual harassment, discrimination, or some other contravention of the law. Those who fail to comply with this policy may face disciplinary action and, in serious cases, termination of their employment or engagement.

1. **RESPONSIBILITY**
   * The Manager Student Engagement has compliance and implementation responsibility for media interactions/engagement and all primary social media channels with day-to-day administration carried out by the Student Engagement digital team.
   * Only the Guild President and/or authorised officers are permitted to comment to the media.
   * All media statements are to be approved by the Manager Student Engagement and/or Guild President.
   * Only spokespeople approved by the Manager Student Engagement and/or Guild President are permitted to respond to a media enquiry, speak to or be interviewed by media outlets.
   * Employees and officers may not initiate contact with the media unless authorised by the Manager Student Engagement and/or the Guild President.
   * Employees and officers must direct any general media enquiries to the Manager Student Engagement to ensure that the response is accurate, coordinated, and consistent and in accordance with Guild policy.
   * The Guild President has access to the Guild’s primary social media accounts to moderate, post and remove content as necessary.
   * The Guild’s departmental social media accounts are managed by the relevant department officer bearers. The Manager Student Engagement retains administration access to all department accounts.
   * Where a social media platform does not allow for central management of access (e.g. Instagram, TikTok), the Manager Student Engagement and department officers bearers will change the account password annually. The new password will then be stored by the Manager Student Engagement.
2. **DUTY OF CARE TO EMPLOYEES, representatives and individuals**

All Employees and Officers have the right to refuse any opinions, information, images or video recordings with themselves in it to be placed on social media.

1. **Obligations of Officers and employees using personal SOCIAL MEDIA accounts**
   * Employees and Officers must make clear that any views expressed are their own and not those of the Guild.
   * Employees and Officers must not use work email addresses to register personal social media accounts.
   * Employees and Officers must not make any comments or statements or post images that reveal confidential information and/or may be seen as obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about work, colleagues, peers or the Guild or be seen to compromise public confidence in the Guild.
2. **SOCIAL MEDIA IN THE WORKPLACE**

Employees and Officers must respect the Guild’s time and resources. Work/paid time is to be used for Guild related business.

1. **SOCIAL MEDIA DURING GUILD ELECTIONS**

It is a requirement of employment at the Guild that employees do not participate in, comment on, or campaign in the Guild elections without the permission of the Managing Director or the Returning Officer. This includes any comments, statements or posts made on employee’s personal social media accounts.

1. **Content Guidelines**
   * Employees and officers are to present the policies and decisions of the Curtin Student Guild in an impartial manner.
   * Media requests for information must be responded to with honesty, accuracy and in a prompt manner in collaboration with the Student Engagement portfolio.
   * All content must uphold the values of the Curtin Student Guild.
   * All posts should be relevant to the Guild and its activities.
   * No private or confidential information about the Guild or its staff or officers is to be shared.
   * Content must not support any position which is contrary to Guild policy, or any position formally taken by the Guild.
   * Our content must respect copyright laws and always credit original sources.
   * Our content should engage in respectful and constructive conversation.
   * We do not post content that personally attacks, harasses, uses discriminatory language or incites hate.
   * Users should report any inappropriate content or behaviour to the Manager Student Engagement.
   * The Guild supports the rights of students to comment and interact with Guild content, and to express criticism of the Guild.
   * All employees and officers have the right to refuse any opinions, information, images or video recordings with themselves to be placed on Guild social media.
   * The Guild has the right to remove any content that:
     + Uses inappropriate language.
     + Is sexist, racist, defamatory or otherwise discriminatory.
     + Reveals private information about a Guild staff member.
     + Is confidential.
     + Makes false statements or allegations.
     + Encourages others to break the law or damages another’s reputation.
     + Encourages people to hate or act violently towards others.
2. **Responsibility for implementation and Compliance monitoring**

The Secretary shall be responsible for implementation and ensuring the compliance with this Policy by Officers. The Manager Student Engagement shall be responsible for the implementation and ensuring the compliance with this Policy by others who are within the scope of the policy.

1. **Scope of Policy**

This policy applies to all Employees and Officers of the Guild and anyone who is authorised to engage the media and/or post content on behalf of the Guild.

1. **Definitions**

**Employee**

Anyone employed by the Curtin Student Guild.

**Officer**Means any Guild Member holding an office elected or appointed in accordance with the Guild Statute Book.

**Social Media**

May include, but is not limited to:

* Social networking sites such as Facebook, Instagram, and LinkedIn.
* Video and photo sharing websites such as TikTok, YouTube, Instagram, Snapchat, Pinterest.
* Blogs, including corporate blogs and personal blogs hosted by media outlets (eg. ‘comments’ or ‘your say’ feature on media sites).
* Micro-blogging sites such as X.
* Wikis and online collaborations such as Wikipedia.
* Forums, discussion boards and groups such as Google groups, Whirlpool and Reddit.
* Podcasting.
* Online gaming platforms.
* Instant messaging sites, including SMS.
* Geo-spatial tagging such as Foursquare

1. **Related Documents/Links**

Nil

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| **Policy Manager** | Manager Student Engagement |
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| **Approval Authority** | Executive Committee |
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1. **REVISION HISTORY**

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