

## **Curtin Student Guild Social Media Policy**

**Category:** Governance

### **1. PURPOSE**

This is the official policy for social media use at the Curtin Student Guild and provides guidance for employees, officers and contractors for their professional and personal use of social media.

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

### **2. POLICY STATEMENT**

This policy outlines the protocols, responsibilities and restrictions for using social media as employees and officers of the Curtin Student Guild (Guild). It does not seek to restrict freedom of expression, speech or publication, providing that these views are not expressed as the official view of the Guild.

It is vital not to jeopardise the reputation of the Guild when displaying information that may regard, resemble or reference the Guild on social media. This includes the personal accounts of all Guild-affiliated employees, including but not limited to elected Officers.

### **3. 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.

### **4. RESPONSIBILITY FOR IMPLEMENTATION AND COMPLIANCE MONITORING**

**4.1.** Before engaging in social media as a representative of the Guild, an employee or officer must become authorised to comment by the Manager, Corporate Relations or Guild President.

**4.2.** Management, compliance and implementation is the responsibility of the Manager, Corporate Relations with day to day administration the responsibility of the Digital Engagement Officer

### **5. DUTY OF CARE TO EMPLOYEES, REPRESENTATIVES AND INDIVIDUALS**

**5.1.** 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.

### **6. SCOPE OF POLICY**

This policy applies to all employees and officers of the Guild.

## **7. DEFINITIONS**

### **7.1. EMPLOYEE**

All staff and casuals.

### **7.2. STAFF**

All permanent and non-permanent full time, part time and fixed term employees of the Guild, but does not include Casuals or officers.

### **7.3. CASUAL**

A person employed by the Guild and whose pay includes a casual loading, but does not include Staff or Officers.

### **7.4. OFFICER**

A person who:

- A) Is in accordance with Section 44(7a) of the Act, a Guild member;
- B) Holds an official position elected or appointed in accordance with the Statute Book; and
- C) Is not an employee.

### **7.5. WORKPLACE**

Area/Environment within any premises of the Guild where work is conducted.

### **7.6. SOCIAL MEDIA**

May include, but is not limited to:

- Social networking sites such as Facebook, Instagram, Tumblr and LinkedIn.
- Video and photosharing websites such as Flickr, YouTube, Instagram, Snapchat and 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 Twitter.
- Wikis and online collaborations such as Wikipedia.
- Forums, discussion boards and groups such as Google groups, Whirlpool and Reddit.

- Podcasting.
- Online multiplayer gaming platforms such as World of Warcraft and League of Legends.
- Instant messaging sites, including SMS.
- Geo-spatial tagging such as Foursquare
- Food review and blogging sites including Zomato.

## **8. SUPPORTING PROCEDURES**

### **8.1. GENERAL**

**8.1.1.** Once authorised to comment on behalf of the Guild, an employee or officer must:

- Disclose that they are employee, officer or contractor of the Guild and use their own identity or use an approved official Guild account.
- Disclose that they are an employee, officer or contractor of the Guild and use their own identity or use an approved official Guild account.
- Disclose and comment only on information classified as in the public domain.
- Ensure that all content published is accurate and not misleading and complies with all relevant Guild policies.
- Ensure that the timing of information released is agreed within the Guild's communication plan.
- Ensure comments are accurate and have the sign off of the relevant subject experts.
- Ensure comments are respectful.
- Adhere to the Terms of Use of the relevant social media platform/websites, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

**8.1.2.** If an employee or officer is authorised to comment they must not:

- Post or respond (other than hiding or deleting where appropriate or possible) to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful.

- Use or disclose any confidential or secure information.
- Use a Guild email address, logo or identifying collateral of any sub brands that may give the impression of official support or endorsement of an employee or officer's personal comment.
- Use the identity or likeness of another employee, officer or contractor to use or disclose any confidential information.
- Post material that is, or might be construed as, threatening, harassing, bullying or discriminatory.
- Make any comment or post any material that might otherwise cause damage to the reputation of the Guild.
- Spend hours using social media that is not related to an employee's work during work time.

**8.1.3.** If an employee or officer identifies inappropriate or unlawful content online relating to the Guild that may otherwise have published in breach of this policy they must:

- Make note, take a screenshot or record the breach of policy as evidence.
- Report the circumstances to their line manager or the Manager, Corporate Relations, or in the case of an Officer, the Guild President or Guild Secretary.

## **9. OBLIGATIONS OF OFFICERS AND EMPLOYEES USING PERSONAL ACCOUNTS**

**9.1.1.** Employees and Officers must make clear that any views expressed are their own and not those of the Guild.

**9.1.2.** Employees and Officers must not use work email addresses to register personal social media accounts.

**9.1.3.** When making comments, statements or posting pictures, employees and officers must understand that their association with the Guild may be public knowledge online, whether intentional or not, and that their comments may be perceived as a representation of the Guild.

**9.1.4.** Employees must acknowledge the vast array of different interpretations and connotations that can be derived from a single post of any description.

**9.1.5.** Employees and Officers must understand that their behaviour online is bound by the policies and code of conducts put in place by the Guild, as well as Curtin University and the Government, even outside work hours and/or when material is posted anonymously or using an alias or pseudonym. This includes but is not limited to policies relating to: ‘

- Harassment
- Occupational Health and Safety
- Food Health Safety
- Responsible Service of Alcohol
- Misbehaviour

**9.1.6.** Employees and Officers are bound to report any incidents of a breach in policy they are made aware of, including incidents seen on social media.

**9.1.7.** There will be no differentiation distinguished between employee’s behaviour within the workplace and on personal social media accounts related to the any breaches of policy, code of conduct or laws.

**9.1.8.** The Guild does not tolerate any breach of policy from employees, including those related to harassment, bullying, intimidation, cyber stalking or other such harassing activities or behaviours. Failure to adhere to policy may directly affect employee’s employment with the Guild.

**9.1.9.** Employees and Officers must endeavour to foster positive relationships and not engage in any negative discussion relating to other organisations or businesses as a representative of the Guild online. This includes but is not limited to Curtin University, other universities and their respective guilds as well as any commercial outlets, competitive or otherwise.

**9.1.10.** Employees and Officers must not make any comments or statements or post images that may be seen as:

- obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about work, colleagues, peers or the Guild.
- so harsh or extreme in criticism that they raise questions about the capacity to work professionally or impartially as an employee of the Guild.
- so strong in criticism of the Guild that it could seriously disrupt the workplace. Employee are encouraged to resolve concerned in discussion with a manager.
- Compromising public confidence in the Guild.

**9.1.11.** Employees and Officers must not post, refer to or imply any confidential personal, commercial or operational information about the Guild on social media. Doing so may be a breach of legal obligations and other relevant Guild policy and procedures.

**9.1.12.** Employees and Officers must ensure they have accurate and correct information before posting on social media about matters related to the Guild and Curtin University. If an employee have been made aware of an inaccuracy, they must endeavour to correct or retract any such comments, statements or pictures.

**9.1.13.** Employees and Officers must be responsible and aware that everything they post is permanent and can be accessed at any time, even if deleted. Employees must understand that they will be held accountable for any comments, statements or images posted that breach this policy, regardless of whether they have been deleted or altered to avoid repercussions.

**9.1.14.** All employees and officers must exercise care if referring to pending court proceedings to avoid publishing material that may have a tendency to prejudice those proceedings, in particular, material that will not be part of the evidence in those proceedings. It is recommended that all employees make enquiries as to any applicable court suppression orders prior to commenting on any court proceeding (whether past or pending).

## **10. SOCIAL MEDIA IN THE WORKPLACE**

**10.1.** Employees must respect the Guild’s time and resources. Work time is to be used for Guild related business.

**10.2.** If, in special circumstances, social media is in use during work time employees still have the right to privacy and dignity.

**10.3.** Employee and Officers must not utilise another employee’s online account and purport to be them or alter that account in any way.

## **11. SOCIAL MEDIA DURING GUILD ELECTIONS**

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

## **12. RELATED DOCUMENTS/LINKS**

“Social Media – The Guild and You”

<b>Policy Manager</b>	Manager, Corporate Relations
<b>Contact</b>	Manager, Corporate Relations Tel: 9266 3088 Fax: 9266 2996

<b>Approval Authority</b>	Executive Committee
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