



Purpose:	The purpose of this policy is to provide a simple set of guiding principles for engaging in communication via social media channels. This policy will ensure that all Guild staff members understand their responsibilities when engaging externally with other organisations, forums and individuals using online engagement tools. The policy will be reviewed and updated as required.		
Audience:	Guild Council		
Contact Officer:		Phone:	

Definitions

The term social media includes online discussions, blogging, Wiki entries, Twitter and Facebook posts, etc.

Official Guild Accounts, are the accounts over which the Guild exercises total editorial control.

1. Application

This policy applies to all Guild workplace participants, which includes;

- a) All Guild employees – including casual, fixed term and specified task employees, employees on probation, part-time employees, managers and employees working from home.
- b) People providing services to the Guild on a contractual basis, irrespective of the temporary nature of their employment.
- c) Anyone undertaking voluntary work through the Guild.

2. Policy Objectives

This policy seeks to provide the guiding principles to ensure that Guild Staff, understand their responsibilities when engaging externally with other organisations, forums and individuals via social media.

3. Policy Scope

This policy provides;

- a) The standards that are to be adhered to when using social media.
- b) The lines of authority over accounts and content.
- c) Guidelines for content posted through Guild controlled media.
- d) Guidelines for the moderation of user generated content.

4. Standards

The following five standards apply to the use of social media, irrespective of whether it is Guild controlled or personal media.

- a) Do not mix the professional and the personal in ways likely to bring the Murdoch University Guild of Students into disrepute.
- b) Do not undermine your effectiveness at work.

- c) Do not imply a Guild endorsement of your personal views.
- d) Do not disclose confidential information obtained through work.

5. Responsibility

- 5.1 The Guild is responsible for content posted on official Guild accounts. The Guild takes responsibility in proportion to its control of the media environment in which it operates and expects those who participate in that environment to exercise responsibility over what they control so that it fulfils those standards established in Section 4.
- 5.2 Official Guild accounts/media are those over which the Guild shall exercise total editorial control, the aspects of this control include:
 - a) Establishing the account.
 - b) Publishing content generated, produced, commissioned or acquired by the Murdoch University Guild of Students.
 - c) Moderating user generated content posted on the account.
 - d) Determining if and when the account ought to be open and/or closed.
- 5.3 Official Guild accounts may be listed and cross promoted on other platforms operated by the Guild. Personal accounts may not be listed or cross promoted on other Guild platforms unless otherwise justified.
- 5.4 Staff and contractors are responsible for the media that they post on their personal social media. Where Staff or Contractors contravene one of the four standards as found in Section 4, it may be appropriate for the Guild to respond, in the form of relevant disciplinary measures.

6. Content Guidelines

- 6.1 All content posted through Official Guild accounts are viewed as the official position of the Guild and therefore must;
 - a) Maintain the integrity and independence of the Murdoch University Guild of Students.
 - b) Must not bring the Murdoch Guild of Students into disrepute.
 - c) Must not be improperly influenced by political, sectional, commercial or personal interests.
 - d) All endorsement must be in line with the aims, goals of the Guild and consistent with its image. As such approval must be granted from the Guild President before any endorsement is to be posted from a Guild account or onto Guild controlled media.
- 6.2 If in doubt about whether the content or material breaches the above guidelines please, refer the matter to the Guild President for approval.

7. Moderating User Generated Content

The Guild recognises that social media is by its very nature a public forum, and therefore encourages individuals from outside the organisation to engage and discuss the policies and undertakings of the Guild. The below sections provide a guide for the moderation and engagement of such content.

7.1 Accuracy

Where content generated by users contains significant material error, is otherwise false, misleading or harmful, it is expected of moderators where

appropriate, to correct or clarify such content. Such corrections are to be made respectfully and with tact.

7.2 Critical & Negative Opinions

The Guild takes a robust approach to criticism of its policies, as that uncensored criticism and debate are a necessary and desirable aspect of a healthy democratic society. As such wherever possible user generated content critical to the Guild ought to remain when not in breach of Section 5.3. Whilst such criticisms are to remain they must be corrected as per Section 5.1 when required. It is left to the discretion of the moderator as to whether such criticism is to be engaged with, but where it is, it must be undertaken in a polite and respectful manner.

7.3 Content of an Offensive & Vulgar Nature

User generated content will not be permitted to remain if the Guild considers it to be abusive, offensive, bullying or violating laws such as defamation, harassment, discrimination or racial vilification. Such content shall be removed without hesitation. Moderators are to give reasons to the user for the removal of the content.

7.4 Commercial References

References to commercial brands and other forms of endorsement or advertisement may be permitted if editorially justified. The justification for such endorsement will be left at the discretion of the moderator. This section extends only to user generated content and does not give leave to the moderator to promote or endorse any brand or cause, unless given permission per Section 6.2.

Approval and Implementation:

Approval Authority:	Executive Committee, Council
Responsible Officer(s):	General Manager, Guild Executive

Revision History:

Version	Date Approved	Effective Date (if later than 'Date Approved')	Next Date	Review	Resolution No. (if applicable)
1	June 12, 2015				Council Resolution