

Social Media Communication Procedures

Section 1 - Introduction

(1) Social media are important tools for the University to communicate with its students, staff, communities and other stakeholders.

(2) The Social Media Communication Procedures provides a framework for University staff, working to create and manage University of Newcastle social media channels.

(3) These procedures must be read in conjunction the University of Newcastle [Social Media Communication Policy](#) and [Social Media Communication Guidelines](#).

Section 2 - Using the University's Social Media Channels

(4) Staff are encouraged to contact the University's Marketing and Communications to add University information to the University's official social media channels. These include,

- a. The University of Newcastle Facebook and Twitter pages;
- b. YouTube channel;
- c. University Students Facebook and Twitter pages;
- d. University Future Students Facebook and Twitter pages.

(5) Staff can also contact owners of social media channels in the University targeting more specific audiences where relevant.

Section 3 - Creating a Social Media Channel

(6) Before creating a new social media channel, complete the attached brief and send it to the University's Marketing and Communications team. They will give you expert advice and guidance on how to establish channels and use social media before it goes to the relevant DVC or PVC for approval.

(7) The Vice-Chancellor, Deputy Vice-Chancellors, or their nominated officers, will approve all new social media channels relating to their respective portfolios before establishment.

(8) Pro Vice-Chancellors, or their nominated officers, will approve all new social media channels relating to their respective portfolios before establishment.

Section 4 - Managing a Social Media Channel

(9) Owners of social media channels are required to monitor their channel daily.

(10) Owners of social media channels must respond to public questions, comments or requests for information in a timely manner and in accordance with the [Social Media Communication Policy](#).

(11) Guidance on how to moderate a channel is outlined in the attached moderation flowchart.

(12) Any issues of concern should be reported to the University's Marketing and Communications team, Digital Marketing Manager in the first instance.

(13) Marketing and Communications will be responsible for coordinating issues management and stakeholder management pertaining to social media use.

Section 5 - Social media expertise and training

(14) Advice and guidance on social media are available from the University's Marketing and Communications team.

(15) Staff managing social media channels are encouraged to contact the University's Marketing and Communications team for training in the use of social media.

Status and Details

Status	Historic
Effective Date	4th December 2011
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Approval Date	4th December 2011
Expiry Date	15th September 2022
Responsible Executive	Kent Anderson Deputy Vice-Chancellor Global
Enquiries Contact	Marketing and Communications

Glossary Terms and Definitions

"University" - The University of Newcastle, a body corporate established under sections 4 and 5 of the University of Newcastle Act 1989.

"Student" - A person formally enrolled in a course or active in a program offered by the University or affiliated entity.

"Establishment" - When referring to an Award offered by the University, establishment means the process of approving an award that the University has decided to offer. For all other uses of this term, the generic definition applies.

"Officer" - Has the meaning given in the Corporations Act 2001 (Cth), or any replacing legislation.

"Social media channels" - The University of Newcastle operates a number of social media channels including blogs, Facebook pages, Twitter accounts and an official YouTube channel. The University's official social media channels refer to all channels established by a University staff member/business owner that supports University matters.

"Staff" - Means a person who was at the relevant time employed by the University and includes professional and academic staff of the University, by contract or ongoing, as well as conjoint staff but does not include visitors to the University.