

Social Media Communication Guidelines

Section 1 - Introduction

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

(2) As a University of Newcastle staff member or student, everything you publish in social media is likely to reflect on the University's reputation. These guidelines encourage responsible social media use when communicating on one of the University's official social media channels or commenting on University matters on other channels. It is important to consider these guidelines whenever you participate or engage in social media.

(3) These guidelines are supported by the University of Newcastle [Social Media Communication Policy](#) and [Social Media Communication Procedures](#) and must be read in conjunction with these documents.

Section 2 - Scope

(4) Social media are designed to provide a place for individuals to come together online and share comments, opinions and participate in active discussion.

(5) These guidelines are for anyone engaging through one of the University's official social media channels (ie., Blogs, Facebook, Twitter, YouTube) or when discussing University matters (including staff and/or students) on personal or external social media channels.

Section 3 - Guidelines for Participation in Social Media

(6) When chatting about University staff, students or business on an internal or external and personal social media channel, act according to the values of honesty, fairness, trust, accountability and respect as set out in the University's [Code of Conduct](#).

- a. Be honest. Where possible, always use your real name.
- b. Be respectful. Never be aggressive or post content that is offensive or defamatory.
- c. Reference your area of expertise, if relevant to your discussions or comments.
- d. Make sure your personal opinions are distinguished from professional communication.
- e. Protect sensitive and confidential information. Respect intellectual property and link to sources whenever possible.
- f. Unless appropriate to the particular social media channel, don't promote your business on the University's official social media channels.
- g. Always take responsibility for your mistakes. An apology or correction can often fix minor issues.
- h. By engaging on the University's official social media channels you also agree to comply with the applicable site's guidelines (i.e., Twitter Terms of Service).

- i. Use common sense and always think twice before you publish. You are ultimately responsible for what you write.
- j. Information posted on this site by external parties, does not necessarily reflect the opinions and ideas of the University of Newcastle.

(7) If you don't follow these guidelines while using the University's official social media channels, the University will need to remove your post/comments or take alternative actions as appropriate. For example, if you are a staff member, the issue may be raised with your line manager.

(8) If the University becomes aware of staff or students engaging in social media activities that breach the University's Code of Conduct, the issue will be considered under the University's [Complaint Management Policy](#).

(9) If you have any concerns email onlinemarketing@newcastle.edu.au

Status and Details

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Responsible Executive	Tracy Chalk Chief Marketing Officer 02 4921 6850
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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.

"Area of expertise" - An area in which a staff member or a student have been peer-reviewed or published.

"Confidential information" - All information which is disclosed to a party by, or on behalf of, the other party, or which is otherwise acquired by a party from the other party, or any adviser engaged by the other party, which: (a) is by its nature confidential; (b) is designated by the other party as being confidential; or (c) the party knows or ought to know is confidential, but does not include information which: (d) is or becomes public knowledge other than through a breach of confidentiality; (e) was already in the possession of a party and not subject to an obligation of confidentiality; (f) is lawfully received from a third party; or (g) is independently developed by a party.

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

"External parties" - Any individual or organisation external to the University.

"Intellectual property" - Intellectual property (IP), as defined by the World Intellectual Property Organisation, refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property is divided into two categories: Industrial property includes patents for inventions, trademarks, industrial designs and geographical indications; and Copyright covers literary works (such as novels, poems and plays), films, music, artistic works (e.g. drawings, paintings, photographs and sculptures) and architectural design. Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.

"Social media" - A digital communication channel used to share opinions, insights, experiences and perspectives via written comments or video, image or audio files. Social media platforms include but are not limited to blogs, podcasts, wikis, Facebook, MySpace, Google+, Twitter, Pinterest, Flickr, Instagram and YouTube.

"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.

"University matters" - Any internal issues or information relating to University operations, staff or students. The University reserves the right to determine what may constitute a University matter.