

A18 ActivateUTS Social Media Policy

Dates

Policy approved April 2017
Policy takes effect TBD
Policy is due for review April 2019

Approved by

ActivateUTS Board of Directors
March 2017 Meeting

Implementation Officer

Marketing & Communications
Manager
ActivateUTS

Relevant to

All ActivateUTS Staff & affiliated
Clubs & Societies

Related documents

Risk Appetite Statement (RAS)
Risk Register
Risk Framework
Risk & Audit Committee Terms of
Reference
Clubs Code of Conduct
IT Policy

Review notes

01

Purpose

The purpose of ActivateUTS social media policy is to provide standards of responsible use of social media for all areas of ActivateUTS.

This policy:

- Outlines appropriate use of social media for consistent messaging across all departments and commercial operations of the organisation
- Provides communication guidelines to safeguard staff from inappropriate or offensive usage .
- Ensures Senior Managers take responsibility and are accountable for social media content of their department.
- Ensures social media platforms, which includes, but is not limited to, websites and applications that allow users to create and share content and to participate in social networking, are safe and inclusive spaces for staff, students and the wider community.

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Scopes

This Policy applies to all staff within ActivateUTS (paid and unpaid), as well as all affiliated clubs and societies who utilise social media under the ActivateUTS and UTS banner. This policy does not cover the risks associated with staff personal use of social media however, staff should be aware they may be held accountable if they misrepresent ActivateUTS or UTS in an unofficial capacity on their personal social media posts.

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Definitions

The following definitions apply for this Policy:

Accountable Officers are the Manager of ActivateUTS Marketing and Communications and the CEO of ActivateUTS.

Affiliated Clubs & Societies are clubs and/or societies that are affiliated with ActivateUTS via ActivateSport or ActivateSocial.

Risk is the effect (both positive and negative) of uncertainty on objectives.

Risk management refers to the principles, framework and processes in place for managing risk effectively.

Social Media Platforms are services that allow users to create and share content and to participate in networking as well as post digital information including but not limited to:

- Facebook
- Instagram
- Snapchat
- Twitter and other micro-blogging sites
- Youtube
- Mailchimp
- Online gaming platforms (eg: world of Warcraft)

Senior Managers are the senior management team of ActivateUTS including the CEO, CFO, Director of Commercial, Director of Sport & Recreation, Managers of Human Resources, Marketing and ActivateSocial and the General Manager of Haberfield

Staff are people who undertake work (paid and unpaid) on behalf of ActivateUTS.

Supervisors include, but are not limited to, the Risk and Audit Committee, CEO, CFO, all ActivateUTS Managers and other persons who supervise staff.

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Policy Principles

ActivateUTS acknowledges that social media is a necessary tool to engage UTS staff, students and the wider community. ActivateUTS acknowledges the risks associated with its use and requires all individuals representing ActivateUTS and its affiliate Clubs and Societies to comply with the following rules when posting information:

- Posts must be informative and provide relevant information
- Copyright must be respected, including text and images
- Quotes must not be used without consent
- Confidential or personal information must never be disclosed (see ActivateUTS IT Policy for guidelines on disclosure of confidential or personal information)
- Personal posts should never be mixed with work related posts
- All social media platforms must be a safe and inclusive space, free from racism, bullying and harassment

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Policy statements

5.1 Implementation

The social media policy should be implemented in line with the strategic marketing and communication plans of ActivateUTS and complement our mission to enrich to UTS community. The policy must be made available to all staff including fulltime, part time, casual, volunteer and temporary staff and is applicable across all social media platforms.

5.2 Management

ActivateUTS reserves the right to delete inappropriate or offensive messages and where applicable, block users from accessing the platform. When a complaint is made through social media, the relevant Supervisor must be informed. The relevant Supervisor should provide a written response to the comment and if appropriate refer the matter to the Accountable Officer for further action.

5.2 Expression

When using ActivateUTS social media platforms, users must consider the tone of voice used. Social media sites should be updated regularly, be polite, respectable, engage followers and generate a sense of interest and excitement. To achieve this, the tone of voice used in posts should be friendly, approachable and responsive and can use inclusive language such as "us", "we" and "you". Responses should be honest and expressive, in writing and not replaced with emoji's, photos or other imagery.

5.3 Accessing ActivateUTS Social Media Platforms

When accessing ActivateUTS social media platforms, the ActivateUTS IT Policy applies, whether access is via ActivateUTS provided equipment or personal equipment. This includes, but is not limited to:

Principle 1

Security

Security of all systems and data is the paramount to the organisation and should be considered at all times when using any IT system.

Principle 2

Passwords

Passwords should remain secret and only used by one person. Passwords should never be shared.

Principle 3

Responsible Use of Systems

Anyone using any form of IT or Telecommunications Equipment must act responsibly at all times and not use them for illegal, offensive or inappropriate activities (as outlined in the ActivateUTS Staff Handbook).

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Roles and responsibilities

Accountable Officer: ActivateMarketing & Communications Manager has primary oversight of the operation of this Policy and may issue guidelines and other documents to support its implementation. On any social media platforms managed by ActivateUTS, we reserve the right to change, edit or delete posts, including comments, images or videos. The CEO is also the primary point of contact for advice regarding the implementation and administration of the policy.

Senior Managers are responsible for overseeing the operation of this Policy within their areas of responsibility, in particular the managers of ActivateSocial and ActivateSport.

ActivateUTS Board of Directors oversees all risk management policies, including Social Media, across ActivateUTS, on advice from the Risk and Audit Committee and the CEO.

Audit and Risk Committee is to monitor the effectiveness of the Social Media policy at ActivateUTS and the implementation of this policy and assist in its review.

Supervisors understand the Social Media Policy in place at ActivateUTS and adopt a risk-based approach in their management and:

- lead by example in the workplace, and
- ensure continual oversight of social media related to their area.

Performance and commitment in these areas will form part of the performance review and planning processes.

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Affiliated Clubs & Societies: The incoming executive for ActivateUTS Clubs and Societies will be required to confirm that they understand and agree to this policy and that failure to comply with this policy will result in disciplinary action which may lead to disaffiliation.

Staff: All staff are required to take responsibility for ensuring the integrity of ActivateUTS' social media practices. Failure to comply with the policy may lead to disciplinary action. Types of disciplinary action may include:

- Counselling and/or user education;
- Verbal or written warning;
- Termination of employment;
- Criminal or other legal proceedings in accordance with State and Federal legislation.