Section 1 - Overview

This policy aims to ensure that all members of the UNE Life community using Social Media, have guidance about the UNE Life’s expectations of online etiquette and responsible conduct within a social media environment.

UNE Life acknowledges the capacity of social media in general, as a powerful communications channel with global and targeted reach allowing for direct, open dialogue and the interactive outreach and exchange of ideas between the online community and their contacts.

UNE Life operates in a commercial environment and social media channels should reflect this. UNE Life Representatives should be aware that when contributing to online content for their respective business they are also representing the UNE Life brand, and by extension the University of New England.

UNE Life Representatives who choose to interact with the University’s social media channels, either on a personal or commercial level, should be familiar with, and comply with, the UNE Social Media Policy.

Whilst engaging with social media can deliver significant benefit to UNE Life, it is also a medium that due to its scale and speed of transmission, can magnify both positive and negative discourse and publicity. It therefore carries with it the potential for significant reputational damage and as a consequence, the use of social media should be approached with consideration, sensitivity and respect.

Section 2 - Scope

This policy applies to social networking and interactions in an online environment, where a participant is associated with the UNE Life. This policy does not apply to the personal use of social media where there is no consequence to UNE Life or UNE.

Section 3 - Policy

(1) Social media use by UNE Life Representatives is to comply with the UNE Life policies listed at the end of this document (including those related to misconduct), the [Copyright Act, 1968](http://policies.une.edu.au/download.php?id=9)(Cwth), the [Privacy and Personal Information Protection Act, 1998](http://policies.une.edu.au/download.php?id=28) (NSW) , the Privacy Amendment (Enhancing Privacy Protection) Act, 2012 (Cwth) and any other applicable laws.

(2) UNE Life Representatives engaging in UNE Life related social media activities are responsible for ensuring the accuracy, transparency and truthfulness of their communications and for compliance with this policy and other applicable policies, laws and guidelines.

(3) Inflammatory, racist, sexist and offensive comments; confidential material or content that infringes copyright must not be posted or otherwise used by any user. This content will be removed at the discretion on the administrator. UNE Life representatives posting to social media sites will be responsible in their capacity as a student or staff member (or as appropriate) for the content they publish and the comments they make.

(4) Intellectual freedom is recognised by UNE Life as an important aspect for promotion and engagement for respective businesses, it carries with it the responsibility for UNE Life Representatives (particularly within the context of a social media environment) to exercise that freedom with care, consideration and due caution.

(5) UNE Life staff should not make comment on personal social media that could be construed that they are commenting as a staff member of UNE Life or be identified as a UNE Life staff member.

(6) Administrators should ensure that social media security measures and privacy are of the highest standards at all times. In circumstances where UNE Life social media accounts are linked to personal social media accounts, staff are to exercise caution with personal account security at all times. If a personal account is compromised, and the UNE Life brand damaged through third-party posting, UNE Life may consider the account owner in question responsible for the content under this policy.

(7) UNE Life Representatives should check provider regulations and terms of service for media channels in use - as well as ensuring compliance with UNE Life policy. Where offensive or inappropriate conduct by UNE Life Representatives about UNE Life, UNE or its representatives is observed and reported to UNE Life, a warning or takedown request will be forwarded to the UNE Life Representative concerned if they are identifiable. If the UNE Life Representative is not identifiable or if the request is unheeded, the takedown request will be forwarded to the social media provider.

**Social Media Channels**

(8) Social media channels purporting to represent UNE Life are only to be used with the approval of the appropriate UNE Life authority and with the knowledge and approval of the Communications & Student Engagement Officer in his/her role as Policy Administrator. Once approved, only UNE Life Representatives can create corporate social media accounts.

(9) UNE Life’s Communications & Student Engagement Officer as Policy Administrator, or delegate, will require administration access to social media accounts generated on behalf of UNE Life to ensure support and continuity.

(10) The Director of UNE Life and the Communications & Student Engagement Officer reserves the right to request administrators to correct, amend or remove erroneous content and to directly moderate or amend content using administrator privileges if a request is unheeded.

(11) Policy Compliance

All UNE Life Representatives who are users of the UNE Life social media channels must comply with this policy. A failure to do so will be perceived as an act of misconduct and will be addressed via the appropriate misconduct procedures for UNE Life staff.

Section 4 - Definitions

**Administrator –** any UNE Life Representative who has administration privileges for any UNE Life social media account, including basic review access through to full administration.

**Social Media** — electronic media that enables user-generated content, collaboration, exchange and the development of social relationships across an interactive, digital space from and to a variety of technological devices and platforms. Social media participants use, create and share content, opinions, insights, experiences and perspectives. This can take many forms\* including text, images, audio, video and other multimedia communications. The definition of social media itself is continuing to evolve and the marketing around these networks and the content created on them is increasingly considered a part of social media.

**Student -** means an Admitted Student or an Enrolled Student, at the relevant time.  
Admitted Student means a student who has been admitted to a UNE course of study and who is entitled to enrol in a unit of study.  
Enrolled Student means a student who has been admitted to a course of study at UNE or elsewhere and who is enrolled in a unit at UNE.

**UNE Life Representative -** means a UNE Life employee (casual, fixed term and permanent), contractor, agent, appointee, student, UNE Council member and any other person engaged by the UNE Life to undertake some activity for or on behalf of the UNE Life. It includes corporations and other bodies falling into one or more of these categories.

**User** – means any person contributing content to a UNE Life social media channel, including UNE Life Representatives and members of the general public

**Respective Business** – any business operated by, or managed by UNE Life or UNE Life Representatives.

**Social Media Channel -** \*Examples of social media environments include (but are not limited to) networking sites (e.g. Facebook, MySpace, LinkedIn, Foursquare), video and photo sharing sites (e.g. YouTube, Flickr, Instagram, SlideShare), bookmarking sites (e.g. Delicious, Pinterest) micro-blogging sites (e.g. Twitter, Yammer), blogs, online forums and discussion groups and other websites allowing users and organisations to post information about the UNE Life using simple publishing tools (e.g. Moodle).

Section 5 - Relevant UNE Life policies

* **UNE Life misconduct policy**