



THE UNIVERSITY OF
NOTRE DAME
A U S T R A L I A

Procedure:

Social Media

Effective: 8 November 2023

Audience: employees, students

Policy category: management

Policy sub-category: information
management and privacy

Key words: Social media

Procedure Owner: Chief Information Officer

Responsible Officer: Pro Vice-Chancellor, Engagement and
Communication

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Sydney

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1 PURPOSE

- 1.1 This procedure supports the *Policy: Information and Information Technology* by stating requirements for use of social media by staff and students of the University of Notre Dame Australia (the University).
- 1.2 The Interpretation and definitions section at the end of this procedure:
 - 1.2.1 states requirements for interpreting this procedure and
 - 1.2.2 explains its hierarchical relationship with other policy documents in the University's *Policy Framework*.

2 RELATED POLICIES AND REGULATIONS

- 2.1 This procedure should be read alongside the *Policy: Information and Information Technology*, which it supports.
- 2.2 The *Procedure: Information Technology* states requirements for ensuring the security of the University's information systems.
- 2.3 The *Procedure: Information Management* states requirements for classifying information held by the University according to its level of sensitivity.

3 UNIVERSITY SOCIAL MEDIA FACILITIES

- 3.1 Any account on a social media platform, site or other facility that is identified as an account or social media facility of the University (a university social media facility) must have been approved by the Pro Vice-Chancellor, Engagement and Communication before it begins to operate.
 - 3.1.1 The university logo may only be used on a social media facility with the approval of the Pro Vice-Chancellor, Engagement and Communication.
 - 3.1.2 The following process applies to establishing a new university social media facility.
 - 3.1.2.1 A staff member seeking to establish such a facility must submit a request to their head of school or (if the staff member is not employed in a school) head of their organisational unit.
 - 3.1.2.2 A student seeking to establish such a facility must submit a request to the head of the school that manages the program in which the student is enrolled.
 - 3.1.2.3 Such requests must detail:
 - the type of social media facility required
 - the purpose of establishing it
 - how it will be used
 - how its use will be monitored and, where relevant, moderated, and
 - who will be responsible for publishing (and, where relevant, moderating) content on it.
 - 3.1.2.4 If the head of school or head of organisational unit supports the request, they will submit it for endorsement to the relevant executive dean or executive director.
 - 3.1.2.5 If the executive dean or executive director supports the request, they will submit it for approval to the Pro Vice-Chancellor, Engagement and Communication.

- 3.1.2.6 The Pro Vice-Chancellor, Engagement and Communication may take advice from the Legal Office and/or Office of Information Technology on:
 - whether to approve the request, and
 - if they approve the request, whether to set conditions of the approval.
- 3.1.2.7 If the Pro Vice-Chancellor, Engagement and Communication approves the establishment of the university social media facility, anyone who will publish content via the facility must receive the training described in clause 3.1.6.
- 3.1.3 The Pro Vice-Chancellor, Engagement and Communication may:
 - 3.1.3.1 approve, or decline to approve, a university social media facility being established, or
 - 3.1.3.2 set conditions on their approval to establish such a facility.
- 3.1.4 A university social media facility must be operated in the name of the University.
 - 3.1.4.1 Where social media only allow an individual to be identified as the account holder, the account holder must be either the Pro Vice-Chancellor, Engagement and Communication or another officer of the University nominated by the Vice-Chancellor.
- 3.1.5 Any university social media facility remains the property of the University.
 - 3.1.5.1 The Pro Vice-Chancellor, Engagement and Communication will maintain a register of university social media facilities, recording:
 - who is authorised to publish, moderate and/or interact on each facility and what training to do this they have received, and
 - passwords and other details required for access to the facilities.
 - 3.1.5.2 To ensure the security of passwords and other access details for a university social media facility, these will:
 - be changed regularly (The account holder will immediately communicate the new password/access details to the Pro Vice-Chancellor, Engagement and Communication so these can be updated on the register of university social media facilities.)
 - not be disclosed to anyone other than the account holder, the Pro Vice-Chancellor, Engagement and Communication or, on request, to the Vice-Chancellor or someone requesting them on behalf of the Vice-Chancellor.
 - 3.1.5.3 The Pro Vice-Chancellor, Engagement and Communication, or staff of their office whom they nominate to do so, may operate, moderate or otherwise control a university social media facility as they consider necessary.
- 3.1.6 The Pro Vice-Chancellor, Engagement and Communication will ensure that anyone who is authorised to publish, moderate and/or interact on a university social media facility receives initial training and regular refresher training on how to do this.
- 3.1.7 Once the Pro Vice-Chancellor, Engagement and Communication has approved the establishment of a university social media facility, it may be used:
 - 3.1.7.1 only for the purposes for which it was approved and
 - 3.1.7.2 only as long as its usage meets any conditions set by the Pro Vice-Chancellor, Engagement and Communication in approving its establishment.
- 3.1.8 The Pro Vice-Chancellor, Engagement and Communication may edit or remove content from, or shut down a university social media facility if its usage:
 - 3.1.8.1 breaches conditions set by the Pro Vice-Chancellor, Engagement and Communication in approving its establishment
 - 3.1.8.2 harms the reputation, interests or legal responsibilities of the University, or

- 3.1.8.3 breaches the *Employee Code of Conduct and Ethical Behaviour* or *Code of Conduct (Students)* or another regulation, policy or procedure of the University.

4 USE OF NON-UNIVERSITY SOCIAL MEDIA

- 4.1** Where a staff member or student creates or publishes social media content that purports to be associated with, promote or represent the University, it must have been approved by the Pro Vice-Chancellor, Engagement and Communication before it is published.
- 4.1.1 The Pro Vice-Chancellor's approval is not, however, required to use a social media platform to provide a teaching resource such as a video that will be shared only with students enrolled in the relevant course.
- 4.1.2 The Pro Vice-Chancellor, Engagement and Communication may direct a staff member or student to edit or remove content from a non-university social media facility account, where the content:
- 4.1.2.1 harms the reputation, interests or legal responsibilities of the University, or
- 4.1.2.2 breaches the *Employee Code of Conduct and Ethical Behaviour* or *Code of Conduct (Students)* or another regulation, policy or procedure of the University.
- 4.1.2.3 Where the Pro Vice-Chancellor, Engagement and Communication issues such a directive, the staff member or student will promptly comply with it.
- 4.2** Staff and students, in their personal use of social media, will respect the privacy of other staff and students, and not post information that identifies them, or their personal information, without their permission.
- 4.2.1 These types of information include the person's name, a visual image of them or their physical address, email address or phone number.

5 RESPONSIBILITIES

- 5.1** A staff member or student will:
- 5.1.1 only create or publish social media content that purports to be associated with, promote or represent the University (other than teaching resources in accordance with clause 4.1.1), if they have had approval to do so from the Pro Vice-Chancellor, Engagement and Communication
- 5.1.2 only operate a social media facility that is identified as an account or social media facility of the University:
- 5.1.2.1 where they have been approved to do so by the Pro Vice-Chancellor, Engagement and Communication, and
- 5.1.2.2 on the conditions of that approval, and
- 5.1.3 if they operate a university social media facility, will:
- 5.1.3.1 change the password and access details regularly
- 5.1.3.2 immediately inform the Pro Vice-Chancellor, Engagement and Communication of the changed password and access details, and
- 5.1.3.3 not disclose the password and access details to anyone else.
- 5.2** The Pro Vice-Chancellor, Engagement and Communication will:
- 5.2.1 maintain a register of university social media facilities, who is authorised to operate them and their passwords and access details
- 5.2.2 consider requests to operate university social media facilities on the recommendation of an executive dean or executive director

- 5.2.3 be the default account holder for a university social media facility, where the social medium requires an individual to be identified as the account holder
- 5.2.4 provide initial training and refresher training to anyone who is authorised to publish, moderate and/or interact on a university social media facility.
- 5.3 The Vice-Chancellor will nominate an officer of the University to be the account holder of a university social media facility, where the social medium requires an individual to be identified as the account holder, and where the account holder will not be the Pro Vice-Chancellor, Engagement and Communication.

6 RELATED DOCUMENTS

- 6.1 The *Employee Code of Conduct and Ethical Behaviour* defines expected behaviour of staff, which applies to staff members' private use of social media.
- 6.2 The *Code of Conduct (Students)* defines expected behaviour of students, which applies to students' private use of social media.

7 INTERPRETATION AND DEFINITIONS:

7.1 Interpretation

- 7.1.1 The following rules of interpretation apply to this procedure:
- 7.1.2 The University's *Policy Framework* sets out the hierarchy of the University's policy documents.
- 7.1.3 Should any provision in this procedure be inconsistent with a provision of a document higher in the University's hierarchy of policy documents as stated in the [Policy Framework](#), the higher document prevails and overrules this procedure to the extent of the inconsistency.
- 7.1.4 This procedure must be read alongside other closely-related policy documents:
 - 7.1.4.1 the policy that it supports, identified in the Purpose section
 - 7.1.4.2 closely-related policies and regulations listed in the Related policies and regulations sections
 - 7.1.4.3 the *Employee Code of Conduct and Ethical Behaviour* and *Code of Conduct (Students)*, which include a requirement to comply with policy documents of the University, and
 - 7.1.4.4 any other documents listed in the Related documents section.
- 7.1.5 Where this procedure uses:
 - 7.1.5.1 the verbs 'will' or 'must', it states a requirement
 - 7.1.5.2 the phrases 'cannot', 'must not' or 'only [position title] can', it states a prohibition
 - 7.1.5.3 the words 'include', 'includes; or 'including' followed by a list, the words 'without limitation' are taken to follow immediately
 - 7.1.5.4 the phrase 'for example' or 'such as' followed by a single instance or list, the instance or list is not exhaustive
 - 7.1.5.5 the phrases 'described in', 'set out in', 'specified in' or 'stated in', it will be read as if the words 'expressly or impliedly' appeared immediately before them;
 - 7.1.5.6 the singular, it also means the plural, and vice versa
 - 7.1.5.7 any gender, it includes the other genders, and

- 7.1.5.8 a reference to a statute, ordinance, code or other law, it includes regulation, by-laws, rules and other statutory instruments under it for the time being in force and consolidations, amendments, re-enactments, or replacements of any of them.

7.2 Definitions

- 7.2.1 For the purpose of this procedure, the definitions stated in the Definitions section of the *Policy: Information and Information Technology* apply.

Version	Date of approval	Approved by	Amendment
1	2 August 2022	Vice Chancellor	Effective date – new procedure.
2	8 November 2023	University Secretary	Consequential edit to add reference to <i>Employee Code of Conduct and Ethical Behaviour</i> (replaced Staff Code of Conduct)