



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

**GUIDELINE:  
USE OF SOCIAL MEDIA**

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## 1 Purpose

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- 1.1 To assist Staff and Students in usage of University Social Media Facilities, in accordance with the Policy: *Social Media*.

## 2 Scope

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- 2.1 This Guideline applies to the use of University Social Media Facilities by Staff and Students representing the University in an official capacity as an Online Spokesperson.

## 3 Definitions

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**CMCO** means the Chief Marketing and Communications Officer.

**Social Media** may include but is not limited to:

- Social networking sites.
- Video and photo sharing websites.
- Blogs, whether corporate blogs, personal blogs or blogs hosted by media publications.
- Micro-blogging sites.
- Forums and discussion boards.
- Wikis.
- Podcasting.
- Email and instant messaging.
- Virtual communities.
- Any other websites that allow individual users or businesses to post comments to the web.

**University Social Media Facility** means any Social Media facility authorised or established by the University in accordance with the Policy: *Social Media*.

**University** in this Guideline includes *The University of Notre Dame Australia*, its Colleges, Schools, Departments, Committees, Student Associations, Institutions, Student Boards, Clubs and Committees.

## 4 Role of Online Spokespeople

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- 4.1 Any proposed authorised administrator of a University Social Media Facility must follow the procedure to become an Online Spokesperson as set out in clause 3 of Annexure 1 of the Policy: *Social Media*. The role of Online Spokespeople is to:
- a. post dialogue as required for the purpose of the University Social Media Facility;
  - b. post photos, videos and other media tools as required for the purpose of the University Social Media Facility;
  - c. interact with external and internal stakeholders who are engaging with the University Social Media Facility;
  - d. respond to questions and dialogue as posted on the University Social Media Facility; and
  - e. respond to criticism posted on the University Social Media Facility in accordance with clause 4 of Annexure 1 of the Policy: *Social Media*.

Each University Social Media Facility should be monitored by an Online Spokesperson at least once a day.

## 5 Guidelines for Online Spokespeople

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- 5.1 The following principles guide how approved Online Spokespeople should represent the University in an online, official capacity when they are speaking “on behalf of the University.”
- a. **Online Spokespeople should be mindful that they are representing the University.** As a University representative, it is important that any publications made by Online Spokespeople are factually accurate and convey the values, ethos and Objects of the University. Online Spokespeople should, in their publications, remember to be respectful of the Catholic faith, and of all individuals, races, religions and cultures. If a response, along with its context, cannot be effectively conveyed in a character-restricted space (such as Twitter), Online Spokespeople should provide a link to an online space where the message can be expressed completely and accurately. Where Online Spokespeople are unsure of the moral position of the University on particular matters, they should first inform themselves with consultation as required before commenting.
  - b. **Online Spokespeople should fully disclose their affiliation with the University.** The University requires all staff or students communicating on behalf of the University to always disclose their name and their affiliation with the University. It is never acceptable

to use aliases or otherwise deceive people. Online Spokespeople should state their relationship with the University from the outset.

- c. **Online Spokespeople must keep records.** It is critical that records of interactions on behalf of the University in the University Social Media Facility are kept and provided to the Office of Marketing & Communications on request. Online Spokespeople should remember that statements made online can be held to the same legal standards as traditional media communications.
- d. **When it doubt, do not post.** Online Spokespeople are personally responsible for their words and actions and must ensure that their publications are completely accurate, not misleading and do not reveal any private information of the University. Online Spokespeople should exercise sound judgement and common sense, and if there is any doubt, should not publish until they seek appropriate advice from the Office of Marketing & Communications.
- e. **Online Spokespeople must moderate carefully.** Online Spokespeople are responsible for moderating their posts and maintaining a safe and welcoming online environment. This includes monitoring traffic on their posts, reviewing comments, responding to comments where appropriate, and removing comments and blocking users where appropriate. In the event that criticisms or complaints about the University, abusive content or spam content are identified or received via a Social Media Facility, the matter should be referred to the relevant Dean/Director as soon as practicable. The Dean/Director will liaise with the Office of Marketing & Communications to determine the appropriate course of action.
- f. **Online Spokespeople must remember to give credit where credit is due and not violate others' rights.** Online Spokespeople must remember that intellectual property laws continue to apply in the online environment and must be careful to ensure that publications do not violate any person's intellectual property rights. If using another party's content, permission should always be obtained and the creator must be credited. If an Online Spokesperson is unsure about their right to publish content they should contact the CMCO (who may refer the matter to University Legal Counsel).
- g. **Online Spokespeople must be responsible in relation to the time they devote to social media activities.** The University understands that staff who are approved Online Spokespeople will be required to engage in online external social media activities at work and that these activities may be helpful for the University and its media persona. However, the University encourages all staff to exercise sound judgement and common sense to limit their use to what is appropriate and prevent online social media sites from becoming a distraction at work.
- h. **Online Spokespeople should remember that their local posts can have global significance.** Online Spokespeople should bear in mind that the answer to a question

might be accurate in some parts of the world, but inaccurate (or even illegal) in others and should keep this “world view” in mind when participating in online conversations.

- i. **It should be remembered that the Internet is permanent.** Once information is published online, it is essentially part of a permanent record, even if removed or deleted.

## **6 Monitoring of Social Media Generally**

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The CMCO and/or his/her delegates will be responsible for monitoring references to the University across social media. The purpose of this monitoring will be to keep abreast of any issues that may arise so that the University may act if appropriate. At all times, the CMCO and/or his/her delegates will comply with the University’s Policy: *Privacy*.

## **7 Other Policies**

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This Guideline must be read in conjunction with any relevant University policies, procedures and guidelines as may apply from time to time, including but not limited to:

- The University of Notre Dame Staff Enterprise Agreement 2011-2014 (as may be replaced).
- The University’s Code of Conduct (Staff) and Code of Conduct (Students).
- Policy: *Social Media*.
- Policy: *Email and Internet Usage*.
- Policy: *Privacy*.
- Guideline: *Email Communications*.