

Social Media Policy

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1. Purpose

- 1.1. Social networking websites are a great way of communicating with friends, family and colleagues. Social networking sites are also used by MSA to promote MSA services and the MSA brand. Social networking sites provide the opportunity for MSA to publicise their activities to the public.
- 1.2. The purpose of this policy is to ensure that workplace participants are aware of their obligations when authorised to place material on MSA social media.
- 1.3. MSA acknowledges that workplace participants will use social networking sites in a personal capacity and this policy is not intended to discourage or limit personal expression. This purpose of this policy is to ensure that workplace participants are aware of the potential for damage to be caused to MSA where workplace participants, through their personal use of social media, can be identified as an employee, contractor or volunteer of MSA. This policy seeks to minimise this risk.
- 1.4. This document is to be read in conjunction with any relevant industrial instrument.

2. Application of this policy

- 2.1. This policy applies to the following persons, collectively referred to in this policy as 'workplace participants':
 - a) all prospective and current full-time, part-time and casual employees of MSA;
 - b) all volunteers engaged by MSA;
 - c) all agents and contractors engaged from time to time by MSA; and
 - d) all office bearers and members of MSA bodies

3. Definitions

- 3.1. Social media means web-based and mobile technologies that allow the creation and exchange of user-generated content. Social media comprises of relatively inexpensive and accessible tools that allow users to publish or access information.
- 3.2. References in this policy to 'social media' and 'social networking sites' include (but are not limited to) the following:
 - a) social networking sites, for example Facebook, LinkedIn, Yammer
 - b) video and photo sharing websites, for example Flickr, Instagram, YouTube
 - c) blogs, including corporate blogs and personal blogs, for example SharePoint
 - d) blogs hosted by media outlets, for example comments or 'your say' feature
 - e) micro-blogging, for example Twitter
 - f) wikis and online collaborations, for example Wikipedia
 - g) forums, discussion boards and groups, for example Google groups, Whirlpool
 - h) VOD and podcasting, for example SoundCloud
 - i) online multiplayer gaming platforms, for example World of Warcraft, Second Life
 - j) instant messaging, including SMS
 - k) geo-spatial tagging, Foursquare, Facebook check-in
- 3.3. 'MSA Social Media' means any social media that purports to represent, or speak on behalf of, MSA or a business operated by MSA.

4. MSA Social Media

- 4.1. Only authorised persons may post content onto MSA social media. Authorisation can only be granted by:
 - a) The MSA Executive; or
 - b) The MSA Executive Officer.
- 4.2. When commenting on MSA social media, authorised persons must abide by the following conduct rules:
 - a) All content must be accurate and not mislead or deceive;
 - b) Comment only within your area of expertise and authority;
 - c) All content must respect the community to which it is directed;
 - d) All content should abide by MSA policies, especially in regards to Freedom from Harassment, Anti-Bullying and the Code of Conduct.
 - e) All authorised users must abide by the terms and conditions of the relevant social media site, as well as copyright, defamation, discrimination and any other applicable laws.
- 4.3. When commenting on MSA social media, authorised persons must not:
 - a) Post any material that is militaristic, obscene, defamatory, bullying, harassing, discriminatory, hateful, racist, sexist or otherwise unlawful;
 - b) Use or disclose any material that is confidential or secure information;
 - c) Post any material that might otherwise cause damage to MSA's reputation.
- 4.4. Authorised persons should ensure that any MSA social media which is open for others to comment has a moderation policy that is clearly available to users, and moderate in line with the policy.

4.5. Breach of the above conduct rules may result in disciplinary action or dismissal.

5. Personal Use of Social Media

5.1. Making public comments online is increasingly common for workplace participants – in official, professional and private capacities. All workplace participants should be aware of their responsibilities and comply with MSA policies and procedures at all times when using social media. The same principles apply to online comments as they apply to other forms of public comment, however there are some additional considerations that apply to online comments:

- a) Your anonymity online is not guaranteed, content shared online can be credited back to you even if you chose an anonymous username or set your profile to “private”
- b) Material posted online effectively lasts forever and may be replicated endlessly, through sharing and re-posting, it may also be sent out to recipients who were never expected to see it, or who may view it out of context
- c) The speed and reach of content posted on social media means that comments posted online are available immediately to a wide audience.

5.2. Workplace participants are personally responsible for any content they publish on personal social media. Workplace participants should be aware of the following when using social media:

- a) Conflict of interest;
- b) Inappropriate discussion of work issues on your personal site; and
- c) Compromising photos.

5.3. Content published on social media sites is publicly available, even on your personal accounts. As such, you should ensure:

- a) You are mindful that your behaviour is still bound by the MSA Code of Conduct,
- b) Workplace participants should not post material on personal social media sites that could damage MSA’s reputation.
- c) You don’t make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about your work or about another workplace participant or entity;
- d) Your comments cannot be perceived as made on behalf of MSA
- e) Your comments do not compromise your capacity to fulfil your duties as a MSA workplace participant in an unbiased manner, this applies particularly where comment is made about policies or programmes of the MSA
- f) Your comments do not seriously disrupt the workplace. Workplace participants are encouraged to resolve any concerns they have regarding MSA within the internal dispute mechanisms available to them.

5.4. Where a workplace participant’s comments identify them as an MSA workplace participant, the comments must adhere to the conduct requirements of authorised users on MSA social media as outlined above.

- 5.5. Content posted on personal social media sites should not disclose any confidential or secure information that was provided in the course of their duties at MSA. Breaching this policy can result in disciplinary action.
- 5.6. When accessing personal social media via MSA's and Monash University's IT systems, online platforms or work mobile devices, you should ensure your usage does not interfere with your work and is inappropriate or excessive.
- 5.7. MSA will not take any responsibility for workplace participants that choose not to follow the guidelines set out. Workplace Participants that don't follow the prescribed guidelines may be at risk of a complaint and/or the content may be viewed as a form of misconduct in relation to employment. This can result in disciplinary action.

6. Related Policies and Procedures

Anti-Bullying Policy
Code of Conduct
Complaints Handling Procedure
Equal Opportunity Policy
Freedom from Harassment Policy
Occupational Health and Safety Policy

7. Version History

Current Version

Finance/Governance/Risk

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Prior Versions

2. MSC Approval: 16/14; 17/12/2014
1. MSC Approval: 3/2012; 22/06/2012