Social Media Procedure

Section 1 - Purpose

(1) This Procedure supports the Social Media Policy and details processes for:

    a. maintaining the security of social media accounts and confidentiality of information;

    b. the management of inappropriate or offensive material;

    c. the use of branding for social media purposes;

    d. submitting content for publication on any University of Canberra (University) or University affiliated social media channels; and

    e. accessing social media services and resources.

Section 2 - Scope

(2) This Procedure has the same scope as the Social Media Policy but also applies to any staff member or student who may be interested in setting up a University affiliated social media account or requires assistance navigating content across social media platforms.

Section 3 - Policy

(3) Refer to Social Media Policy.

Section 4 - Procedure

Security and Confidentiality

(4) The University's dominant social media accounts are password protected by the third-party hosting platform. Passwords must be changed regularly to reduce the chance of security threats and risks, and in line with staff turnover.

(5) Social Media passwords and other security protected information must not be discussed or shared with anyone other than the social media administrators.

(6) Where the University's social media accounts are managed through personal accounts it is the responsibility of the social media administrators to ensure all University content remains secure and confidential and is not shared via personal accounts and vice versa.

Management of Inappropriate or Offensive Material

(7) Social media administrators who become aware of a social media post or a comment on a social media post that is inappropriate or offensive either towards the University or towards an individual, must:

This policy document may be varied, withdrawn or replaced at any time. Printed copies, or part thereof, are regarded as uncontrolled and should not be relied upon as the current version. It is the responsibility of staff printing this document to always refer to the Policy Library for the latest version.

Page 1 of 5

a. screenshot the post and note its share link;

b. report the post on the associated social media platform using their documented reporting procedures; and if relevant, make a referral to the Secretary of the Student Conduct Committee under the [University of Canberra (Student Conduct) Rules 2023](#);

c. action an appropriate response that takes into account the context of the post, as well as the risk to the University presented by the post, which may include:

    i. deleting the post;

    ii. hiding particular comments on the post;

    iii. turning off or limiting who can comment on the post; or

    iv. responding to the post.

(8) If a social media post contains content that is likely to be contentious or controversial or is otherwise of a nature that means the post is likely to attract negative comments, social media administrators must ensure that comments for that post are turned off.

(9) Social media administrators must ensure that comments containing profanities and offensive language are automatically hidden using the filtering tools available through relevant social media sites.

Branding

(10) All content published and available on the University's social media channels (or affiliated channels) and all University brand elements including colour schemes, logos and other visual material as set out in the Brand Style Guide, must abide by and be used in accordance with the [Brand Guidelines](#) and the [Brand and Marketing Policy](#).

(11) Staff wanting to utilise any University branding elements (including logos or images from the University image library) for social media purposes must seek guidance and final approval from the Marketing Design Studio prior to any production or publication in accordance with the [Brand and Marketing Policy](#) and the associated [Brand and Marketing Procedure](#). The Marketing Design Studio can be contacted via email at design.request@canberra.edu.au.

(12) A decision on whether to approve the use of a University logo will involve consideration of the following factors:

a. the nature of the relationship with the University;

b. alignment with the University's image and teaching, research and community purpose;

c. the purpose of the use of the logo;

d. the proposed placement and format of the logo and the social media channels on which it will be used; and

e. the date(s) or periods when the logo will be used.

(13) If brand fonts Verlag and Zooja are needed, it is a legal requirement for staff to buy these fonts. It is recommended that the free default Microsoft font Calibri or Google font Lato on Canva are used instead. Please contact the Marketing Design Studio at design.request@canberra.edu.au for further guidance.

a. Verlag Font can be purchased at [Typography.com](#).

b. Zooja Font can be purchased at [MyFonts.com](#).

Publishing Social Media Content or Creating a New Account

(14) The Social Media Team must be consulted on:

a. content development requests or requests to publish content on the University's dominant social media channels (requests should be made as early as possible but with at least 3 days' notice); and

This policy document may be varied, withdrawn or replaced at any time. Printed copies, or part thereof, are regarded as uncontrolled and should not be relied upon as the current version. It is the responsibility of staff printing this document to always refer to the Policy Library for the latest version.

Page 2 of 5

b. any proposal to create a new University-affiliated social media account to ensure that all branding and content is consistent across the University and adheres to the [Social Media Policy](#) and the [Brand and Marketing Policy](#).

Social Media Services

(15) The Social Media Team can assist with:

a. requests for the promotion of University-based events (early consultation is preferred with a minimum of three weeks' notice);

b. development and publication of University specific campaigns (notify the Social Media Team in the initial stages of campaign development to allow time for the development of information and assets);

c. requests for social media assets such as templates; and

d. social media strategy and campaign strategy.

Social Media Training

(16) The Social Media Team frequently holds social media training sessions for staff. The dates and times of these training sessions can be accessed online via the staff portal or by emailing socialmedia@canberra.edu.au.

(17) Specific training requests may also be made by emailing the Social Media Team. Specific training may include introduction to the University's social media for new starters, faculty-specific training, or social media background and general knowledge training.

Processing of Requests to the Social Media Team

(18) The Social Media Team will review all incoming requests and aim to respond within a 48-hour period.

(19) Any enquiries specific to branding or brand elements (including use of social media templates) will be managed in consultation with the Marketing Design studio.

(20) An actionable plan will be developed and implemented to ensure all requests are dealt with and actioned within an agreed timeline.

Section 5 - Roles and Responsiblties

Who	Responsibilities
Director, Marketing, Associate Director, Media and Communication	• Brand protection and policy implementation. • Ensuring this Procedure is accurate and that all processes comply with the University's legislation, relevant policies and startegis direction.
Social Media Manager, Social Media Specialist	• Leading and implementing the [Social Media Policy](#) • Ensuring this Procedure is followed and all communications with stakeholders are clear and consistent and timely. • Social media training.

Section 6 - Implementation and Reporting

(21) This Procedure will be implemented and advised on by the Marketing and Media & Communications teams.

(22) Organic social media management and oversight will be specifically monitored by Media & Communications.

(23) All outcomes, including the effectiveness of the [Social Media Policy](#) and this Procedure, will be reported as needed to Council, the Vice-Chancellor and the Executive Group.

Section 7 - Defintions

Term	Definitions
Affiliated accounts	In this Procedure, 'affiliated accounts' refers to any social media account related to the University, whether a staff or student-led group, society, faculty, and so on.
Brand	In this Procedure, 'brand' refers to the marketing of the University as a higher education institution intended to differentiate it from its competitors.
Campaign	Any project, movement or event that intends to promote the University or its services.
Content	Material that is published or shared online including texts, imagery, graphics, videos, audio clips etc.
Social media channels	Any account hosted via a third-party social media platform including Facebook, Instagram, TikTok, Twitter, LinkedIn and YouTube.

This policy document may be varied, withdrawn or replaced at any time. Printed copies, or part thereof, are regarded as uncontrolled and should not be relied upon as the current version. It is the responsibility of staff printing this document to always refer to the Policy Library for the latest version.

Page 4 of 5

Status and Details

Status	Current
Effective Date	27th February 2024
Review Date	31st January 2027
Approval Authority	Chief Operating Officer and Vice-President Operations
Approval Date	27th February 2024
Expiry Date	To Be Advised
Custodian	Renee Murphy Director, Marketing
Responsible Manager	Renee Murphy Director, Marketing
Author	Ashley Zmijewski Director, Marketing
Enquiries Contact	Nick Markesinis Policy Specialist Policy