



Student Engagement & Marketing UniClubs Social Media Policy

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| Date approved: | January 2024 | Date Policy will take effect: | January 2024 | Date of Next Review: | January 2026 |
| Approved by: | Chief Executive Officer | | | | |
| Custodian title: | Head of Student Engagement & Marketing | | | | |
| Author: | Head of Student Engagement & Marketing | | | | |
| Responsible Unit: | Student Engagement & Marketing | | | | |
| Supporting documents, procedures & forms of this policy: | UOW Pulse Brand and Visual Identity Policy UOW Pulse Privacy Policy UOW Pulse Code of Conduct UOW Pulse Bullying Prevention Policy UOW Pulse Grievance Policy UOW Pulse Personal Social Media Use Policy UOW Use of the University Name in Public Statements Policy UniClubs Social Media Register UOW Privacy Policy UOW IT Acceptable Use Policy UOW Social Media Policy | | | | |
| References & Legislation: | Copyright Act 1968 (Cth) Trade Marks Act 1995 (Cth) Competition and Consumer Act 2010 (Cth) | | | | |
| Audience: | University of Wollongong Students | | | | |
| Expiry Date of Policy (if applicable): | In place until reviewed. | | | | |

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1 Purpose

1.1. This Policy is designed to:

- 1.1.1. Provide a framework and process regarding the terms of use of Social Media by UOW Clubs or Societies that are affiliated to UOW Pulse.
- 1.1.2. Ensure UOW Pulse's reputation is not brought into disrepute or subject to derogatory treatment on any Social Media Platform.
- 1.1.3. Communicate the responsibilities of the UniClubs community when using social media.
- 1.1.4. Outline consequences of breach of this policy and associated misconduct.

2 Scope and Application

- 2.1. This policy applies to the use of social media by the UniClubs community.
- 2.2. All digital media produced by an affiliated Club or Society for use on social media must comply with all relevant common law and legislation, such as the Copyright Act 1968 (Commonwealth), Trade Marks Act 1995 (Commonwealth) and Competition and Consumer Act 2010 (Commonwealth).
- 2.3. All digital media produced by users for use on social media must comply with UOW Pulse and UOW policies.
- 2.4. Where this policy refers to the title of a position within a Club or Society, that reference is taken to include any further change in title for that position, provided the position is substantively the same.

3 Definitions

| Word/Term | Definition |
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| Affiliated Body | A body that a Club or Society has undertaken an affiliation process with, not including UOW Pulse. |
| Affiliated Club or Society /s | A student-run club or society which has successfully completed the official affiliation process with UOW Pulse for a given year. |
| Competitive Sports Club | A club which has successfully completed the official Competitive Sports Club Memorandum of Understanding (MOU) process with UOW Pulse for a given year. |
| Digital Media | Images and content, whether audio, audio-visual or written, that exists in a digital format, and resides on a local device (CD, DVD, hard drive) or remote location. |
| External Audience | Individuals who are not in the UOW Community. |
| Inappropriate Use | Use of social media in contravention of the law or otherwise not in compliance with this policy. |
| Internal Audience | Individuals who are staff, students and/or others in the UOW Pulse/UOW Community. |
| Official UOW Pulse Social Media | Social media accounts that are owned or operated by any member of UOW Pulse that are officially endorsed by UOW Pulse. Including, but not limited to: <ul style="list-style-type: none">• UOW Pulse Brands: Pulse, UniBar, UniActive, UniShop and UniClubs• Owned and managed business units of UOW Pulse, Rush Café, IGA, Aspire and KidsUni. |
| Personal Use | Use that cannot be classed as 'promotional communications' and that cannot be reasonably linked to professional use. |
| Professional Use | Use by Club or Society members in connection with their appointment within the club or society. |
| Promotional Communications | Communications material and merchandising created by or for a Club or Society in all media and other formats to promote a product, service or an area of the University of Wollongong to a specific audience. Such materials include, but are not limited to print materials, print or online advertisements, television commercials, digital media, social media and all forms of branded merchandise, gifts and giveaways. |

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| Social Media | Websites, pages and applications that enable the creation and sharing of information or ideas with each other or to participate in social networking, whether known now or developed in the future. Including, but not limited to Facebook, YouTube, LinkedIn, Instagram, Flickr, SnapChat and Wordpress. |
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| Staff | All persons employed by UOW Pulse of any seniority and including those in continuing, part-time, permanent, fixed or maximum term, casual, trainee or contract roles. |
| Students | A person enrolled to study or registered for a course at UOW, whether undergraduate or postgraduate, research, domestic or international, part-time or full-time. |
| Tenants | An entity that is bound by contract to UOW Pulse, in order to operate a commercial business. |
| Third Party | An organization, company or individual external to UOW Pulse. |
| UniClubs Community | All individuals who hold a current membership within an affiliated club or society or Competitive Sports Club and their affiliated bodies. This includes students, staff and the non-UOW community. |
| UniClubs Executive/s | An individual holding a current, elected position within an affiliated club or society or Competitive Sports Clubs, including but not limited to President, Vice-President, Treasurer and Secretary. |
| UOW | University of Wollongong |
| UOW Pulse Community | Includes staff, tenants and student engagement program participants. |
| UOW Pulse Mark | All or any brand marks, sub brand marks and UOW Pulse trade marks that identify UOW Pulse (also known as logos) and can include visual identity elements (font, colours, images, graphic devices and style), the language system and tone of voice (the way UOW Pulse sounds in its written, spoken, or heard communications). |
| UOW Master Brand Mark | The master brand mark of UOW, also known as a logo. |
| User/s | UniClubs community. |

4 Standards and Expectations

4.1. Overview

- 4.1.1. Affiliated UniClubs are encouraged to utilise social media in a responsible and respectable manner.
- 4.1.2. Use of social media accounts which include the UOW name must be in accordance with the UOW Use of University Name in Public Statements Policy.
- 4.1.3. The UOW Pulse Clubs Coordinator monitors digital marketing activities on official UniClubs social media. UOW Strategic Marketing & Communications Division (SMCD) provides social listening reports and policy frameworks.
- 4.1.4. Any use of social media by the UniClubs community must not bring UOW Pulse or UOW into disrepute, compromise effectiveness of work or study, imply UOW Pulse or UOW endorsement of personal views or disclose, without authorisation, UOW Pulse or UOW's confidential information.
- 4.1.5. All users are expected to maintain a professional, courteous and respectful approach when interacting on social media.
- 4.1.6. Users must be mindful that content posted on social media is generally public and is archived permanently.

4.2. UOW Pulse rights for Official UniClubs Social Media

- 4.2.1. UOW Pulse may request at any time to delete, modify, suspend or discontinue either temporarily or permanently any official UniClubs social media account with or without notice, where content posted in offensive, derogatory or breaches this policy.
- 4.2.2. Where content associated with any official UniClubs social media may be considered a breach of this policy, the UOW Pulse Marketing Department should be notified immediately.
- 4.2.3. UOW Pulse may request to remove (where possible) any content on official UniClubs social media that in UOW Pulse's reasonable opinion is offensive, inaccurate, discriminatory, indecent, defamatory, illegals or in breach of any State or Federal law or UOW policy.
- 4.2.4. Where content associated with UOW Pulse is made available on social media other than on official UniClubs social media, and content is, in the reasonable opinion of UOW Pulse, offensive,

discriminatory, indecent, victimising, humiliating, threatening, degrading, illegal or in breach of any State or Federal law, UOW or UOW Pulse policy. UOW Pulse may request the relevant account owner to perform any action in relation to that content that UOW Pulse may require.

4.3. UOW Brand and Identity

- 4.3.1. The UOW brand is a valuable asset and is integral to its image and reputation as perceived by stakeholders and the general public. It expresses its mission and values, strategic vision, culture and purpose.
- 4.3.2. Activities undertaken on official UniClubs social media will impact on UOW's brand and reputation, so it is important that all communications accurately and professionally reflect the UOW brand, as outlined in the UOW Brand Guideline.

5 Behaviour on Social Media

5.1. Social Media Naming Conventions

- 5.1.1. Any UniClubs presence on social media must be consistent with the approved UniClubs name submitted during the affiliation process.
- 5.1.2. Social media naming conventions should not use name acronyms, unless an exception has been approved by the UOW Pulse Marketing department.

5.2. Social Media House Rules

- 5.2.1. All social media accounts which represent UOW must incorporate the following statement: *"This is not an official UOW social media page, and is in no way associated with or endorsed by the University of Wollongong"*.

5.3. Using official UniClubs Social Media

- 5.3.1. When using official UniClubs social media, individuals need to be aware that the content they post is seen as an endorsement by UOW Pulse and UOW and therefore should consider how their use of official UniClubs social media will impact on UOW's brand and reputation.
- 5.3.2. Individuals must not depict themselves as a representative of UniClubs, UOW Pulse or UOW and/or discuss matters relating to UniClubs, UOW Pulse or UOW without permission to do so. Permission to do so must be provided by successful affiliation or delegated authority.
- 5.3.3. Individuals that use official UniClubs social media accounts are responsible for exercising careful and appropriate judgement when posting content onto any social media platform.
- 5.3.4. Individuals managing an official UniClubs social media account must do everything reasonably possible, including adhering to UOW's Social Media House Rules and actively monitoring their social presence, to ensure that content posted is accurate and is not offensive, discriminatory, indecent, defamatory, illegal or in breach of any State or Federal law, UOW Pulse or UOW policy. If the content is considered inappropriate or unlawful, UOW Pulse reserves the right to remove the content as outlined in this policy.
- 5.3.5. All student use of social media, to the extent it is accessed using UOW accounts, must comply with the UOW IT Acceptable Use Policy, Bullying Prevention Policy, Sexual Harassment Prevention Policy, Internet Access Guidelines and the Student Conduct Rules.
- 5.3.6. Individuals should use common sense when using personal social media accounts, remembering that nothing online is truly 'private'.

5.4. Posting content on behalf of UniClubs

- 5.4.1. The UniClubs community must not post any inappropriate content on social media platforms, including:
 - 5.4.1.1. Any individual's personal information, such as full name, address, phone number, personal email address, student identification numbers, or anything else considered as personal information under the UOW Privacy Policy.

- 5.4.1.2. Spam, such as: irrelevant or non-strategic Third Party advertisements, commercial solicitations, affiliate links.
- 5.4.1.3. Content that is profane, discriminatory, defamatory, fraudulent, unlawful, pornographic, obscene, offensive, threatening, hateful otherwise objectionable.
- 5.4.1.4. Content that makes UniClubs, UOW Pulse and UOW appear to be affiliated with a company social group, political affiliation, product or individual when it is not the case.
- 5.4.1.5. References to student or staff performance or student records without prior consent from the student or staff member.
- 5.4.1.6. Material that violates the copyright or other intellectual property rights of any person.
- 5.4.1.7. Information or software containing a virus, or other damaging or destructive components to UOW systems and infrastructure.

5.5. Personal Use of Social Media by UniClubs

5.5.1. The UniClubs community must:

- 5.5.1.1. Keep a clear distinction between Personal Use and Professional Use.
- 5.5.1.2. Be conscious of their connection to UniClubs, UOW Pulse and UOW as they post on personal social media accounts.
- 5.5.1.3. Not disclose confidential or proprietary information obtained through work via social media.
- 5.5.1.4. Not use UniClubs, UOW or UOW Pulse in the username of any non-UOW account.
- 5.5.1.5. Use common sense when using personal social media accounts, remembering that nothing online is truly private.
- 5.5.1.6. Not depict themselves as a UniClubs, UOW Pulse or UOW representative, discuss matters relating to UniClubs, UOW Pulse or UOW unless they have the delegated authority to do so, and comply with the UOW Use of the University Name in Public Statements Policy.

5.6. Breaches of Policy and Misconduct

5.6.1. Students:

- 5.6.1.1. Alleged breaches of this policy must be referred to the UOW Integrity Division for review.
- 5.6.1.2. Where an alleged breach of this policy is notified to the UOW Integrity Division, they may seek to resolve the matter informally via existing social media communication channels (e.g. a private Facebook message to the relevant Facebook page administrator).
- 5.6.1.3. For serious or continued alleged breaches, appropriate disciplinary action will be taken in accordance with relevant UOW misconduct guidelines or procedures, applicable policies and the defined rules of the relevant social media platform. The UOW Integrity Division may also refer the matter to UOW's Governance and Legal Unit for further review and action.

5.6.2. Staff and Others in the UOW Pulse and UniClubs Community:

- 5.6.2.1. Alleged breaches of this policy must be referred to the UOW Pulse Marketing Department for review, and escalation where required, to the Staff member's supervisor and UOW Pulse People and Culture Department.
- 5.6.2.2. Where a breach of this policy has occurred, the UOW Pulse Marketing Department with the People & Culture Department may seek to resolve the matter informally and directly with the member of staff and their supervisor.
- 5.6.2.3. For serious or continued alleged breaches, appropriate, disciplinary action will be taken in accordance with relevant UOW Pulse and UniClubs misconduct guidelines or procedure, applicable policies, enterprise agreements or contracts and the defined rules of the relevant social media platform.

5.7. Breach of Law

- 5.7.1. Where inappropriate use under this policy constitutes a breach of any law, legal action may also be taken by UOW Pulse.

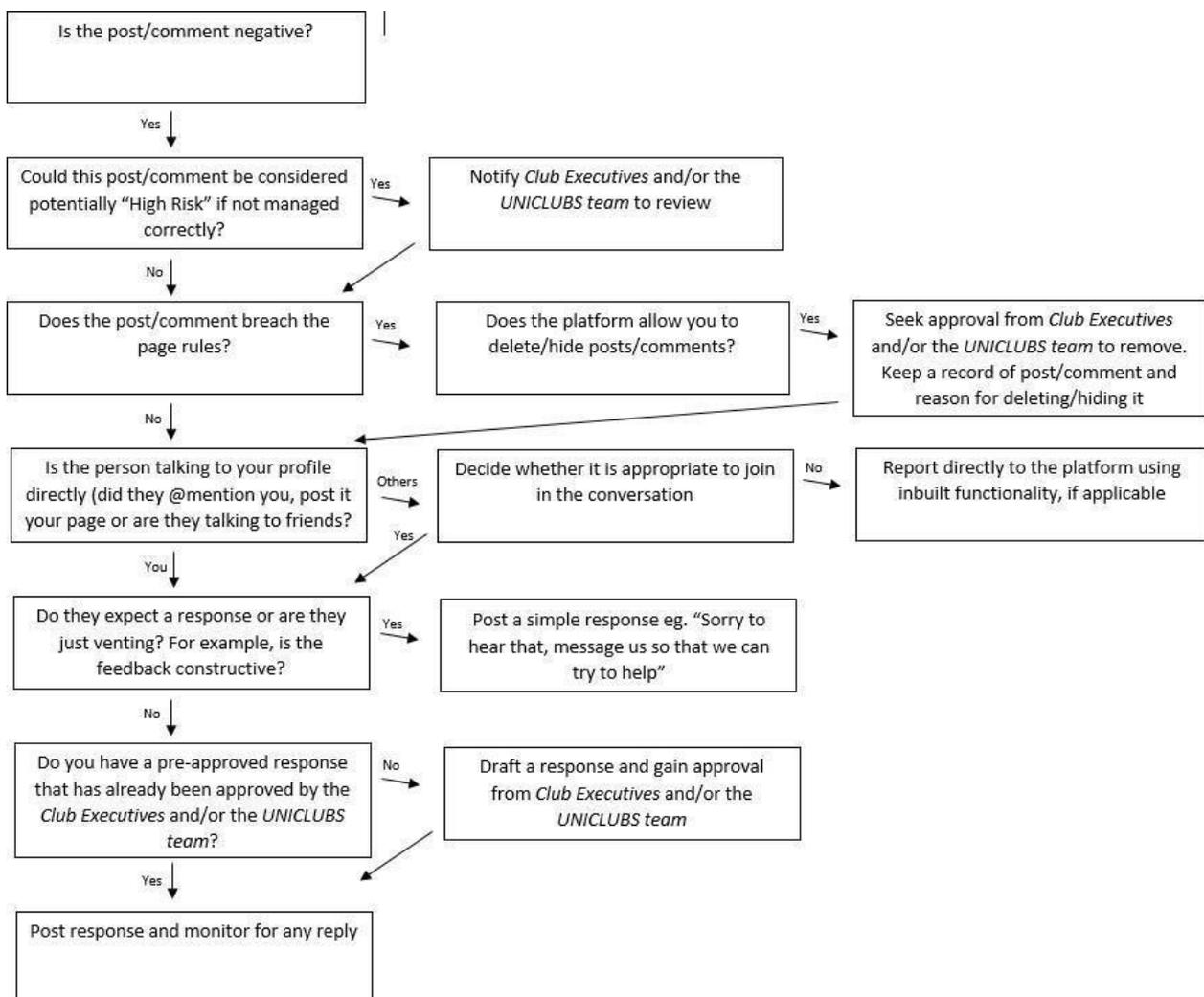
6 Risk Mitigation

6.1. Admin Roles

6.1.1. Due to the regularity of role changes within UniClubs, to ensure the sustainability of Facebook and Instagram pages and groups the official UniClubs alias profile must be made an Admin of any Club or Society pages or groups.

6.2. Assessing Negative or Risky Content

6.2.1. The nature of social media is that it is not possible to predict the comments that might be made. For this reason preparation and processes are critical. The following risk mitigation guidelines aim to provide a structure to the assessment of comments made about or to affiliated UniClubs, UOW Pulse and UOW on social media. This is to ensure that actions or responses are timely, authorised and clear. This process will be undertaken by the page Administrators when they have observed, received or been notified of a negative post or comment, either on an official UniBrand, UOW Pulse business, Tenant or Clubs and Societies page.



7 Roles and Responsibilities

7.1. UOW Pulse Marketing Department:

7.1.1. Is responsible for representing the strategic direction of UOW Pulse on social media and works in consultation with the UOW Strategic Marketing and Communications Division.

7.1.2. Provides support and advice on strategic social media activities to staff, students and others in the UOW Pulse community.

- 7.1.3. Reviews relevant social media related policies and guidelines regularly to ensure that they remain current and consistent with UOW Pulse’s and UOW’s strategic plan and other relevant policies.
- 7.1.4. Periodically updates the UniClubs social media register as required; and
- 7.1.5. Periodically reviews for content and appropriateness in accordance with this policy.

7.2. UniClubs Social Media Facilitators:

- 7.2.1. Set-up, maintain and regularly review their own social media strategies and content plans.
- 7.2.2. Monitor their social media platforms during AEST business hours, and aim to respond to enquiries within 24 hours.
- 7.2.3. Manage page roles and settings.
- 7.2.4. Remove and ban people from the platform.
- 7.2.5. Respond to and delete comments and posts to their platform/s.
- 7.2.6. Create adverts, view insights; and
- 7.2.7. Send messages from their platform/s

7.3. UniClubs and UOW Pulse Community:

- 7.3.1. Are responsible for informing themselves and understanding the contents of this policy and related guidelines and appendices, to ensure the integrity of the UOW and UOW Pulse brand and reputation.
- 7.3.2. Are familiar with each individual social media platform rules and regulations.

8 Version Control Table

| Version Control | Date Released | Approved By | Amendment |
|-----------------|----------------|--|--|
| 1 | April 2018 | Project Manager | New policy documented. |
| 2 | September 2018 | Project Manager | Policy updated to include Risk Management section and links to Supporting documents. |
| 3 | December 2020 | Head of Student Engagement and Marketing | Amended ‘UniLife’ and Pulse/Brand Outlets. |
| 4 | April 2022 | Head of Student Engagement and Marketing | Minor formatting changes. |
| 5 | January 2024 | Head of Student Engagement and Marketing | Formatting changes, amendment of “UniClub” terminology to be consistent throughout document. |
| 6 | September 2024 | Student Experience Coordinator – Clubs & Societies | Amendment of any “UOW SSD” mentions, replacement with “UOW Integrity Division” |