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| Social Media Guidelines |

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| **Version** | 1.1 |
| **TRIM file number** | XX/XXXX |
| **Short description** | General guidelines on effective use of Social Media. It does not define policy but offers a set of common sense points that should be considered when participating in this type of communication |
| **Relevant to** | All employees and students |
| **Approved by** | This Guideline has been approved by Executive Director, Information Technology |
| **Responsible officer** | Executive Director  Division Information Technology |
| **Responsible office** | Office of Executive Director,  Division Information Technology |
| **Date introduced** | 12 November, 2010 |
| **Date(s) modified** | 24 July 2012 |
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| **Related University documents** | Administration Manual  Academic Manual  DIT Policies |
| **Related legislation** |  |
| **Key words** | Guidelines, Social Media, Etiquette, Communication…. |

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1. **PURPOSE**

These guidelines are intended to assist in making more informed decisions regarding participation in Social Media

1. **SCOPE**

These guidelines apply to all staff and students of the University together with other affiliated members of the University community acting in any capacity that could be interpreted by association as representing the University’s views:

1. **Definition**

Social media includes web and mobile-based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals. When the technologies are in place, social media is ubiquitously accessible, and enabled by scalablecommunication techniques.

1. **Guidelines**

The following is intended to be a non-prescriptive and non-technology-specific set of guidelines to help you make more informed decisions about your participation in Social Media. You should refer to the appropriate University policy (see Related University Documents) to confirm the University’s formal position on any of the following matters.

**4.1 Authorisation**

If your participation could be interpreted as official, then authority to represent the University should be gained under the conditions of the relevant policies or refer back to your supervisor.

**4.2 Be Honest**

Do not misrepresent the intentions or goals relating to your participation. Be truthful to the best of your knowledge. Do not misrepresent others.

**4.3 State your Identity**

If what you’re saying relates to your association with CSU in either a professional or personal basis, always clearly state your identity and your relationship with the University.

While some technologies may allow participation using pseudonyms, you are never

truly anonymous, as there are generally clear audit trails that can be traced to you. Your actions and statements may be inherently linked with CSU by association.

**4.4 Be Accurate**

Always make a reasonable effort to substantiate the validity of what you are saying. Stick to material you know about. Speaking outside your field of expertise may lead to embarrassment. What you say may be recorded and may be used in other contexts.

**4.5 Be Respectful**

Be frank without compromising civility. Consider the feelings and dignity of others, respect opposing views and do not incite negative or degrading dialogue.

**4.6 Contribute**

Make a positive contribution. Don’t rely on others to contribute the entire dialogue. Always try to present a calm, reasonable and logical demeanour. Don’t be negative, inflammatory or combative. Be supportive of those with less experience

**4.7 Consider your input**

Think before making statements you may regret. Do not act in haste. Take a common sense approach to discussions. Remember, what you say may be around for a long time and can be spread to a large number of people in a relatively short time.

**4.8 Respect the intellectual property of others**

Do not use or pass off the work or ideas of others as your own. If quoting the work of others ensure you attribute the work to the person or institution responsible for it.

**4.9 Respect Privacy**

Do not disclose personal information about others unless you have their prior knowledge and approval. Making public personal information about yourself also comes with its own risks.

**4.10 Maintain Confidentiality**

Do not disclose information that is deemed confidential, either by the University or by other organisations with which you interact as part of your role at the University. Do not disclose personal information you have received in confidence either explicitly stated or inferred from colleagues or students.

**4.11 Consult Others**

If contributing content that is related to your work at CSU, check with colleagues that you are presenting a consistent message and not duplicating the work of others. Be informed on the topic; check for existing answers before asking questions.

**4.12 Branding**

Where your participation is work-related or official in nature and presents the opportunity to utilise CSU branding devices such as images or logos, consult the University’s Web Policy and Official Style Guide.

**4.13 Appropriateness**

Always ensure that content or discussion does not include items that could be construed as offensive or discriminatory on the grounds of race, religion, gender or sexual preference. If in doubt, refer to the Code of Conduct, Section 5.1.

**4.14 Disclaimers**

Where appropriate, use a disclaimer outlining that the views expressed are yours and not necessarily those of the University.

**4.15 Linking to Resources**

When using hyperlinks to University content, be aware of your audience and their ability to access the material.

1. **references**

[Administration Manual](http://www.csu.edu.au/adminman/tec/tec.htm)

[Academic Manual](http://www.csu.edu.au/acad_sec/academic-manual/)

[DIT Policies](http://www.csu.edu.au/division/dit/about/policy.htm)

1. **Author History**

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| 12/11/2010 | K Fromholtz | 1 | 6 | Creation of guidelines |
| 24/7/2012 | Policy Review Team | 1.1 | 4 | Updated spacing and reviewed wording |
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