

SOCIAL MEDIA POLICY AND PROCEDURE



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1 PURPOSE

- 1.1 This policy and procedure outlines the expectations and responsibilities when using CQUniversity [social media channels](#) or using [personal social media profiles](#) for CQUniversity work purposes.

2 SCOPE

- 2.1 This policy and procedure applies to CQUniversity employees including any controlled entities and third party agents contracted to undertake recruitment duties on behalf of the University.

3 POLICY STATEMENT

- 3.1 The University encourages the use of social media for engagement, collaboration and promotion to assist in achieving the University's strategic objectives and enhance and improve the University's global reputation.

4 PROCEDURE

Official social media channels

- 4.1 [Official social media channels](#) use the University's brand name, and logo, and are managed and maintained by the Digital Experience Team, and in accordance with the [Marketing and Branding Policy](#).
- 4.2 The Digital Experience Team will maintain a list of all [official social media channel](#) domain names, and which members of the [Social Media Moderators Group](#) have access to post to each channel.

- 4.3 Contributions to [official social media channels](#) can be emailed to the Digital Experience Team (email digimarketing@cqu.edu.au) or submitted through the [Social Media Request Portal](#) (*internal access only*).
- 4.4 [Official social media channels](#) will not support posts which directly recruit subjects for research studies, but CQU News stories about the study and calling for participants are acceptable and should be facilitated in collaboration with the Corporate Communications Team. To be shared on [official social media channels](#), the posts must demonstrate that research is unique or newsworthy. This will be determined at the discretion of the Deputy Director Corporate Communications and will be based on the potential for such research posts to generate high engagement or strong media interest. University employees may use official web news story links to promote research on their own personal social media accounts or accounts related to their research organisation or research cluster.
- 4.5 Where a casual or personal social media presence is required a [non-official social media channel](#) or closed group should be used.

Non-official social media channels

- 4.6 [Non-official social media channels](#) can be requested through the [Non-Official Social Media Account Request Form](#) (*internal access only*), and must have written endorsement from the relevant [head of business area](#) prior to being submitted to the Deputy Director Digital Experience for approval. The creator of the [non-official social media channel](#) is responsible for managing, resourcing and maintaining the channel.
- 4.7 Approved [non-official social media channels](#) must provide the Digital Experience Team with login credentials to ensure there is an appropriate continuity in place during employee absences, leave or changeover, and ensure that an exit strategy is identified and recorded in the University's [Password Manager System \(the Vault\)](#).
- 4.8 [Non-official social media channels](#) cannot duplicate or contradict audiences that are served by [official social media channels](#) (i.e. they should reflect a specific or niche audience not currently serviced by the [official social media channels](#)), and which cannot be addressed through amplification methods on existing channels).
- 4.9 [Non-official social media channels](#) should be clearly differentiated from [official social media channels](#) and should not use the same handles as [official social media channels](#). Channels using the University brand name or logo must have approval from the Director Global Brand and Marketing in accordance with the [Marketing and Branding Policy](#).

Personal social media profiles

- 4.10 Employees are encouraged to share their expertise through social media. Where comments are made on a matter which is directly related to their area of expertise in a public forum, employees should establish their credentials, position at the University and if available, link to their employee profile. Comments on matters outside an employee's area of expertise should be made in their capacity as a private citizen and should not carry any association to the University.
- 4.11 In some circumstances, personal social media profiles may be used for University promotional activities including, but not limited to:
- where a group requires an identifiable person or profile to meet platform rules (for example the individual campus Facebook groups), or
 - when individual researcher profiles are used as part of a paid LinkedIn campaign (for example the research higher degrees recruitment campaign uses the profiles of the Deputy Deans Research).
- When this activity is required, full written permission, and access if required, will be sought from the profile owner prior to the activity commencing.
- 4.12 Where University resources are used to manage and populate a positional social media presence (for example. 'CQUniversity Vice-Chancellor and President'), the profile name, account handle and content generated will be relinquished by the employee upon leaving the University. These channels will be considered [official social media channels](#) rather than [personal social media profiles](#).

- 4.13 Accounts requiring personal profile access will be co-managed and supported by the Digital Experience or Corporate Communications Teams to ensure the University's social media presence is not lost during employee absences, leave or changeover.

Social media moderators group

- 4.14 The Digital Experience Team will lead and coordinate the [Social Media Moderators Group](#).
- 4.15 Requests for membership to the [Social Media Moderators Group](#) can be submitted to the Digital Experience Team (email digimarketing@cqu.edu.au).

Procurement

- 4.16 The Digital Experience Team, in consultation with the Digital Services Directorate, and according to the [Procurement Policy and Procedure](#), are responsible for researching, procuring, operationalising and managing the use of software (and the associated contracts) for [official social media channels](#).
- 4.17 Paid activities on [official social media channels](#) must be booked by the Global Brand and Marketing Directorate via the [Social Media Request Portal](#) (*internal access only*).
- 4.18 Paid activities on [non-official social media channels](#) (e.g. recruitment for research participants on Research Institute Facebook Groups) must be approved by the [head of business area](#), and be in adherence of the [Procurement Policy and Procedure](#).

Competitions

- 4.19 Competitions on [social media channels](#) must have a clear objective, such as increasing follower numbers or engagements.
- 4.20 Competitions run or promoted on [social media channels](#) that are associated with the University must be approved by the Deputy Director Digital Experience and be run in accordance to the [Gifts and Benefits Policy and Procedure](#).
- 4.21 Overuse of competitions can have negative impacts on existing followers and will be kept to a minimum to ensure the primary purpose of [social media channels](#) is to increase reputation and quality engagement with the University's online communities.
- 4.22 Competitions that aim to align with other brands, partners or sponsors will be at the discretion of the Director Global Brand and Marketing.

Terms of use

- 4.23 Users and visitors to University [social media channels](#) must be notified that the intended purpose of the site is to serve as a mechanism for communication between the University and members of the public.
- 4.24 Terms of use will be displayed to users on each of the University's [social media channels](#) or made available by hyperlink. Any content removed from [non-official social media channels](#) must be recorded, including the time, date and identity of the poster and copied to the Digital Experience Team (email digimarketing@cqu.edu.au).
- 4.25 The University accepts no responsibility for the content of external social media sites followed, tagged or referenced by/on an [official social media channel](#). Following, tagging or referencing does not constitute endorsement by the University.
- 4.26 The University reserves the right to disable or limit comments on specific social media posts across any [official social media channel](#). This action may be taken to maintain a respectful online environment, prevent the spread of misinformation, reduce the risk of reputational harm, or manage high-risk or sensitive topics. Decisions to restrict comments will be made by the Digital Experience Team in consultation with the Deputy Director Corporate Communications.

- 4.27 Content, comments and information on [official social media channels](#) will be monitored on a regular basis, and can be hidden or removed by the Digital Experience Team where it:
- reveals private, confidential information of users or individuals
 - violates the page, group or channel community rules
 - is false or inaccurate
 - is offensive, defamatory, illicit or inappropriate
 - does not reflect the University's mission or values
 - is not topically related to the content, or the comment is inciting or encouraging negative behaviour within the thread
 - includes profane language or content
 - promotes, fosters, or perpetuates any form of [unlawful discrimination](#), [victimisation](#), [vilification](#) or [antisemitism](#)
 - includes sexual content or links to sexual content
 - includes solicitations of commerce
 - conducts or encourages illegal activity
 - includes information that may compromise the safety or security of the public or public systems, or
 - violates a legal ownership interest of any other party.
- 4.28 Any content hidden or removed will be retained, including the time, date and identity of the poster when available by the social media moderators and copied to the Digital Experience Team (email digimarketing@cqu.edu.au). Users who contravene the terms of use may be blocked from [official social media channels](#) at the discretion of the Deputy Director Digital Experience.

Employee obligations

- 4.29 When using social media, employees must only use personal information obtained in the course of their employment/engagement with the University in a manner consistent with the University's [Privacy Policy and Procedure](#). Employees must not publicly publish or report on conversations or information that is deemed confidential or classified or that deals with matters that are internal in nature.
- 4.30 Identifiable contact details and information collected for the purpose of customer relationship management should not be documented or stored anywhere outside of the original platform or the University's secure Customer Relationship Management software (SugarCRM).
- 4.31 Access to [official social media channels](#) should not be used to unethically gain access to or view the personal information of a member of the public that they would not otherwise have access to.
- 4.32 Employees must use [social medial channels](#) in accordance with this policy and procedure, [Code of Conduct](#) and [Information and Communications Technology Acceptable Use Policy and Procedure](#). Failure to comply may result in disciplinary action in accordance with the [Code of Conduct](#).

Crisis communications

- 4.33 In the event of a crisis, social media can be used as a secondary source of communication to University audiences.
- 4.34 In accordance with the [Business Continuity Planning and Incident Management Policy and Procedure](#), the Chief of Staff, Office of the Vice-Chancellor and President, in consultation with the Deputy Director Corporate Communications, will manage all communications and media, including [social media channels](#), liaising with the Crisis Management Control Group, and alerting the Digital Experience Team, during an incident.
- 4.35 The Digital Experience Team will support the Deputy Director Corporate Communications in removing scheduled social media content on affected [official social media channels](#) and communicating a hold on use of channels for outbound communication.

5 RESPONSIBILITIES

Compliance, monitoring and review

- 5.1 The Director Global Brand and Marketing is responsible for implementing, monitoring, reviewing and ensuring compliance with this policy and procedure.
- 5.2 The Digital Experience Team is responsible for:
- the Social Media Strategy
 - updating [official social media channel](#) information and assets
 - campaigning supporting content on [official social media channels](#).
 - removing and editing content on [official social media channels](#) that does not align with this policy and procedure, governance or University brand values
 - disestablishing defunct official groups, pages and channels, or groups, pages and channels established without appropriate approval
 - managing compliance requests for once-off or ad hoc postings
 - training employees and moderating the [Social Media Moderators Group](#)
 - documenting and onboarding [non-official social media channels](#), and
 - supporting the Deputy Director Corporate Communications in implementing the crisis communications strategy.
- 5.3 The [Social Media Moderators Group](#) is responsible for researching, developing and posting content on [official social media channels](#), including:
- monitoring and contributing to the Social Media Moderators Teams Channel
 - attending meetings to discuss content planning, learnings and feedback
 - planning and executing social media content for [official social media channels](#) in accordance with this policy and procedure, and through approved channels and workflows
 - collaborating with stakeholders to ensure representation on [social media channels](#) where appropriate, and
 - providing regular feedback on social media processes, workflows and requirements to the Digital Experience Team.
- 5.4 The Chief of Staff, Office of the Vice-Chancellor and President, in consultation with the Deputy Director Corporate Communications is responsible for:
- the content pertaining to an incident to be posted on [social media channels](#), including when the incident is complete, and
 - implementing the crisis communications process in the event of an emergency, supported by the Digital Experience Team.

Reporting

- 5.5 No additional reporting is required.

Records management

- 5.6 Login credentials, password management and multi-factor authentication will be recorded centrally in [the Vault](#).
- 5.7 Employees must manage records in accordance with the [Records Management Policy and Procedure](#). This includes retaining these records in a recognised University recordkeeping information system.

- 5.8 University records must be retained for the minimum periods specified in the relevant [Retention and Disposal Schedule](#) (*internal access only*). Before disposing of any records, approval must be sought from the Records and Privacy Team (email records@cqu.edu.au).

6 DEFINITIONS

- 6.1 Terms not defined in this document may be in the University [glossary](#).

Terms and definitions

Antisemitism: discrimination, prejudice, harassment, exclusion, vilification, intimidation or violence that impedes Jews' ability to participate as equals in educational, political, religious, cultural, economic or social life. It can manifest in a range of ways including negative, dehumanising, or stereotypical narratives about Jews. Further, it includes hate speech, epithets, caricatures, stereotypes, tropes, Holocaust denial, and antisemitic symbols. Targeting Jews based on their Jewish identities alone is discriminatory and antisemitic.

Criticism of the policies and practices of the Israeli government or state is not in and of itself antisemitic. However, criticism of Israel can be antisemitic when it is grounded in harmful tropes, stereotypes or assumptions and when it calls for the elimination of the State of Israel or all Jews or when it holds Jewish individuals or communities responsible for Israel's actions. It can be antisemitic to make assumptions about what Jewish individuals think based only on the fact that they are Jewish.

All peoples, including Jews, have the right to self-determination. For most, but not all Jewish Australians, Zionism is a core part of their Jewish identity. Substituting the word "Zionist" for "Jew" does not eliminate the possibility of speech being antisemitic.

Non-official social media channels: a social media account that is owned and maintained by an employee but is not recognised under the official portfolio of the University and is the sole responsibility of the channel owner.

Official social media channels: a social media account that uses that University's brand name, logo, and has assigned Digital Experience or Corporate Communications Team resourcing for ongoing content management.

Personal social media channels: a social media account owned and managed by an individual for personal use to connect with friends, family and other individuals.

Social media channels: the collective name for non-official social media channels and official social media channels.

Social media moderators group: a group of employees who are interested in and committed to contributing to the official social media channels. These individuals receive training in and access to the University social media dashboard allowing them to schedule and post content across official platforms and are also expected to attend and contribute to regular meetings where new developments, issues and opportunities are discussed.

Unlawful discrimination:

- direct unlawful discrimination: when a person or group of people are treated less favourably than another person or group of people because of their background or personal attribute specified by anti-discrimination legislation, or
- indirect unlawful discrimination: where an unreasonable rule or policy applies to everyone but disadvantages some people because of a personal attribute specified by anti-discrimination legislation.

Victimisation: subjecting a person to negative treatment because they:

- refused to do something that would contravene equal opportunity or anti-discrimination law
- complained, or intend to complain, about something that would contravene equal opportunity or anti-discrimination law
- is or has been involved in a proceeding under equal opportunity or anti-discrimination law, including as a witness, or supplying information, or

- are believed to have done or intend to do any of the above.

Vilification: a public act, or threat of harm to a person or their property, that incites hatred towards, severe ridicule of, or serious contempt for a person or group because of their race, religion, gender identity or sexuality.

7 RELATED LEGISLATION AND DOCUMENTS

[Business Continuity and Incident Management Policy and Procedure](#)

[Code of Conduct](#)

[Digital Experience StaffNet Page](#) (for supporting resources and documentation) (*internal access only*)

[Freedom of Speech and Academic Freedom Policy](#)

[Gifts and Benefits Policy and Procedure](#)

[Information and Communications Technology Acceptable Use Policy and Procedure](#)

[Marketing and Branding Policy](#)

[Non-Official Social Media Account Request Form](#) (*internal access only*)

[Privacy Policy and Procedure](#)

[Procurement Policy and Procedure](#)

[Social Media Request Portal](#) (*internal access only*)

8 FEEDBACK

8.1 Feedback about this document can be emailed to policy@cqu.edu.au.

9 APPROVAL AND REVIEW DETAILS

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Notes	