Social Media Policy

1 Purpose

To provide a framework for the management of University-managed Social Media accounts and for the appropriate use of Social Media by Employees, Students and Community Members.

2 Scope

This Policy applies to the use of Social Media by University Members, whether they are posting on behalf of the University or using their private accounts in a manner that identifies them as Affiliated with the University.

3 Policy Statement

The University encourages the use of Social Media by University Members as an important tool for academic, community, and business engagement, Research and learning. The University promotes the use of Social Media as a tool to foster a safe, inclusive, diverse, and supportive environment across all areas of employment, study, and engagement within the University Community.

3.1 Academic Freedom

The obligations under this Policy are not intended to detract from the concepts of intellectual and Academic Freedom and the rights of free Speech. It is recognised and acknowledged that guarantees of intellectual and Academic Freedom are essential to the proper functioning of University culture. These rights are linked to the responsibilities of University Members and Students to support the role of the University as a place of independent learning and thought where ideas may be put forward and opinions expressed freely. Academic Freedom, however, carries with it the duty of University Members to use the freedom in a manner consistent with a responsible and honest search for and dissemination of knowledge and truth.

4 Principles

The University:

- Encourages and supports its Employees to engage on matters directly related to their area of expertise via Social Media channels including sharing knowledge and celebrating achievements.

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- Promotes transparency by encouraging Employees and representatives to clearly identify their role and association with the University when engaging on Social Media.
- Is committed to maintaining its reputation and brand integrity across Social Media through coordinated efforts, including ensuring that all official Social Media accounts are managed responsibly, with proper oversight and adherence to established guidelines.
- Is committed to ensuring respectful and professional conduct on Social Media platforms.
- Is committed to fostering respectful and professional engagement on Social Media that reflects and promotes a positive, inclusive environment consistent with the University's mission and values.
- Is committed to strengthening and celebrating the impact and achievements of its Students, Employees, alumni, partners and community through Social Media channels.
- Actively manages its official Social Media accounts to ensure business continuity and mitigate reputational Risk.

5 References

Nil.

6 Schedules

This policy must be read in conjunction with its subordinate schedules as provided in the table below.

7 Policy Information

Accountable Officer	Pro Vice-Chancellor (Engagement)
Responsible Officer	Director (Media and Strategic Communications)
Policy Type	Executive Policy
Policy Suite	Social Media Procedure
Subordinate Schedules	
Approved Date	11/6/2025
Effective Date	11/6/2025
Review Date	11/6/2030

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Relevant Legislation	Enterprise Agreement *Fair Work Act 2009* (Cth) Higher Education Standards Framework (Threshold Standards) 2021 *Public Interest Disclosure Act 2010* (QLD)
Policy Exceptions	Policy Exceptions Register
Related Policies	Academic Freedom and Freedom of Speech Policy Acceptable use of ICT Resources Policy Code of Conduct Policy Corrupt Conduct Reporting Policy Media Engagement Policy Prevention of Discrimination, Bullying and Harassment Policy Public Interest Disclosure Policy Student General Conduct Policy
Related Procedures	Fraud and Corruption Risk Management Procedure Public Interest Disclosure Procedure Student Discrimination, Bullying, Harassment and Sexual Misconduct Response Procedure Student General Misconduct Procedure
Related forms, publications and websites	
Definitions	**Terms defined in the Definitions Dictionary**
	Academic Freedom Academic Freedom comprises: the freedom of Employees, in the course of their academic activities, to educate, discuss, or research and to disseminate and publish the results of those activities; the freedom of Employees and Students, in the course of their academic activities, to engage in intellectual inquiry, to express their opinions and beliefs, and to contribute to public debate, in relation to those activities; the freedom of Employees and Students to express their

opinions in relation to the University; the freedom of Employees, without constraint imposed by reason of their employment by the University, to make lawful public comment on any issue in their personal capacities; the freedom of Employees to participate in or speak on behalf of professional or representative bodies and associations; the freedom of Students to participate in or speak on behalf of student societies and associations; and the autonomy of the University in relation to the choice of Academic Programs and Courses, the ways in which they are taught and the choices of research activities and the ways in which they are conducted. Public comment is not made in a personal capacity where: the comment includes a reference, express or implied, to the University; or the Employee identifies their employment or any affiliation with the University, refers to their position in the University.

Community Members

The term "Community Members" refers to individuals who directly engage with the University in some capacity, not the broader public as a whole.

Employee

A person employed by the University and whose conditions of employment are covered by the Enterprise Agreement and includes persons employed on a continuing, fixed term or casual basis. Employees also include senior Employees whose conditions of employment are covered by a written agreement or contract with the University.

Identifiable Private Use of Social Media

The use of social media in a way that may associate the user with the University and/or impact the University or members of the University community.

Non-identifiable Private Use of Social Media

The use of social media by a member of the University community in a way that does not associate the user with the University and does not impact the University or a member of the University community in ways that could be reasonably considered inconsistent with the Code of Conduct Policy or Student General Conduct Policy.

Official University Social Media

Any public social media account, group or site that seeks to represent the University as a whole or in part for promotional purposes,

including (but not limited to) promoting University initiatives, research or events. Official University social media channels are managed by, or in consultation with, Media and Strategic Communications.

Research

Research is the creation of new knowledge and/or the use of existing knowledge in a new and creative way to generate new concepts, methodologies, inventions and understandings. This could include the synthesis and analysis of previous research to the extent that it is new and creative.

Risk

The effect of uncertainty on objectives.

Social Media

A broad term that encompasses interactive online communication channels that enable users to create and share content, opinions, experiences, and knowledge. These can be written comments, videos, photographs, or audio files. Social media channels may include, but are not limited to, Facebook, Instagram, X (Twitter), YouTube, LinkedIn, and TikTok.

Speech

Speech extends to all forms of expressive conduct including oral speech and written, artistic, musical and performing works and activity and communication using social media; the word 'speak' has a corresponding meaning.

Student

A person who is enrolled in a UniSQ Upskill Course or who is admitted to an Award Program or Non-Award Program offered by the University and is: currently enrolled in one or more Courses or study units; or not currently enrolled but is on an approved Leave of Absence or whose admission has not been cancelled.

University

The term 'University' or 'UniSQ' means the University of Southern Queensland.

University Affiliate

A person or entity with a formal, direct, and identifiable association

	with the University, including students, staff, contractors, and other individuals or organizations officially engaged in University-related activities, programs, or events. This term does not apply to external organisations or bodies, such as unions or associations, that are not formally affiliated with the University. University Community Means all Students and Employees of the University, persons officially associated with the University, former Students and alumni at the University, as well as invitees, visitors and guests. University Members Persons who include: Employees of the University whose conditions of employment are covered by the UniSQ Enterprise Agreement whether full time or fractional, continuing, fixed-term or casual, including senior Employees whose conditions of employment are covered by a written agreement or contract with the University; members of the University Council and University Committees; visiting, honorary and adjunct appointees; volunteers who contribute to University activities or who act on behalf of the University; and individuals who are granted access to University facilities or who are engaged in providing services to the University, such as contractors or consultants, where applicable.
	Definitions that relate to this policy only
Keywords	
Record No	23/578PL

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