Social Media Procedure

1 Purpose

To operationalise and support the effective use and management of Social Media by University Members in a way that identifies them as an Affiliate. This Procedure establishes guidelines and standards for the use, management, and monitoring of Social Media by University Members, ensuring alignment with University values and regulatory requirements.

2 Scope

This Procedure applies to the use of Social Media by University Members in a way that identifies them as an Affiliate. The Procedure also outlines how University Members respond to interactions with University Social Media content by members of the public.

This Procedure should be read in conjunction with the Code of Conduct Policy, the Research Code of Conduct Policy and the Student General Conduct Policy, which outline overarching expectations for maintaining appropriate standards of conduct and adhering to professional and ethical standards.

3 Procedure Overview

The University's Social Media presence is managed by Media and Strategic Communications, with official accounts serving as channels for promotion and engagement.

This Procedure outlines processes for University Members engaging on behalf of the University or in a manner that identifies them as an Affiliate with the University. The University encourages the responsible use of Social Media for academic, community, and business engagement, with an emphasis on maintaining a safe, inclusive, and professional environment.

University Members must cooperate with requests to remove any comment, post or other online content where the University forms the view that the content is in breach of this Procedure or the University's expectations. They will be notified by Media and Strategic Communications in these instances.

University Social Media accounts must clearly indicate that they are maintained by the University and will have University contact Information prominently displayed.

Any member of the University Community who identifies a suspected fake Social Media account purporting to represent the University should immediately report this suspicion to Media and Strategic Communications.

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University Social Media account owners are responsible for maintaining an account that adheres to the University's Brand Guidelines and maintains a sufficient level of quality content and engagement as deemed by Media and Strategic Communications.

Media and Strategic Communications reserves the right to restrict where possible, or request the removal of any University Social Media account or content that is deemed in violation of this Procedure.

Media and Strategic Communications must ensure records related to the use of the University logo, approval of accounts, talent releases, reports and investigations into non-compliance, and any matter related to this Procedure are captured as complete, reliable and accurate evidence of business decisions, actions, recommendations, advice or instruction in relation to Social Media.

4 Procedures

Official University Social Media accounts are managed by, or in consultation with, Media and Strategic Communications. Any new Social Media account representing the University, in whole or in part, must receive prior approval from Media and Strategic Communications. Requests to create a new account must include appropriate justification, confirmation of resourcing to maintain the account, and completion of required Social Media training. Media and Strategic Communications reserves the right to decline requests for new University Social Media accounts.

Media and Strategic Communications is responsible for approving any Social Media account or site that represents the University for promotional purposes, including, but not limited to, accounts promoting University initiatives, Research, or events.

At its discretion, Media and Strategic Communications may request the deactivation of any non-official Social Media channel that seeks to represent the University in any capacity.

4.1 Use of TikTok

The use of the TikTok application at the University is subject to specific guidelines due to significant security and privacy Risks associated with the platform's extensive data collection.

The TikTok application must not be installed on University devices. However, access to TikTok via a web interface (e.g., through a browser) on University devices is permitted, provided it complies with other University Policy Instruments. This restriction does not apply to personal devices, however, University Data must not be stored on personal devices where the TikTok application is installed, including access to University email accounts.

Legitimate business use of the TikTok application is permitted under limited circumstances, such as for marketing or public relations purposes that align with the University's strategic goals. Media and Strategic Communications must approve all requests to create a University TikTok channel. Requests must include appropriate justification, confirmation of resourcing, and

evidence of completed Social Media training. Media and Strategic Communications reserves the right to decline such requests.

4.2 Acceptable use of Social Media

The University encourages and supports University Members to engage on matters directly related to their area of expertise via Social Media channels. University Members and representatives of the University should be transparent about their identity and role within the institution when engaging on Social Media.

University Members may only disclose Public Information.

Requests for University Members to act as spokespersons on behalf of the University through Social Media are managed through referral to Media and Strategic Communications. Examples may include tagging University Members as experts on Social Media platforms.

For platforms with specific security considerations, such as TikTok, approved business use is permitted only under limited circumstances (e.g., marketing or public relations purposes aligned with University goals). Approved TikTok users must:

- Install the TikTok application only on a standalone device without access to official University Information.
- Ensure the standalone device is securely stored and isolated from sensitive data or conversations.
- Remove Metadata from photos, videos, and documents before uploading to TikTok.
- Minimize sharing of personal identifying Information where possible.
- Use a generic email address for TikTok accounts and ensure multi-factor authentication (MFA) and unique passphrases are in place.
- Regularly review TikTok's terms and conditions and permissions with each update to ensure compliance.
- Delete the TikTok application from devices when no longer needed.

4.3 Unacceptable use of Social Media

University Members must align their behaviour with this Procedure when using Official University Social Media channels, engaging with Social Media in learning, teaching, or Research contexts, or making Identifiable Private Use of Social Media. This includes adhering to platform-specific requirements.

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TikTok-specific non-compliance includes the installation of the application on University devices, failure to follow mitigation strategies, or storing University Data on devices with TikTok installed.

University Members must not:

- post material or make any comment that is in conflict with the Academic Freedom and Freedom of Speech Policy and the Code of Conduct Policy;
- post material or make any comment that creates, or might be construed to create, a Risk to the health or safety of a Student, contractor, Employee or other person, including material that amounts to Bullying, psychological or emotional violence, coercion, Harassment, Sexual Harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure;
- post material or make any comment that infringes copyright, is fraudulent, breaches Intellectual Property rights, constitutes a contempt of court or stalking, breaches a court order, or is otherwise unlawful;
- use the University's logo or any other University trademark without prior written permission of Media and Strategic Communications;
- imply they are authorised to speak as a representative of the University, or give the impression that the views expressed are those of the University (unless officially authorised by the University);
- use the identity or likeness of another Student, contractor, Employee or other member of the University Community without consent;
- use or disclose any University confidential Information obtained as a member of the University Community;
- sell, purchase, share, post or offer to write assignments or other assessable work that would be considered a breach of the Student General Conduct Policy; or
- post answers to practice questions, tutorial questions, practice exams or other such material issued by the University.

When using Social Media, University Members should be aware that:

- Relying on anonymity or pseudonyms does not guarantee protection;
- A site's security setting should never be relied upon to protect or keep material private; and
- Online comments are available immediately to a wide audience, can last indefinitely, and

may be copied and shared out of context.

4.4 Image and video consent

When publishing images or videos on University Social Media accounts, University Members must obtain consent from any identifiable individuals before posting, sharing, or distributing the content. For images or videos involving children, V, Research subjects, or clinical patients, additional approvals may be required, such as Research ethics clearance or guardian consent.

4.5 Monitoring

University Social Media account owners are responsible for maintaining the account/s, including monitoring all posts.

Social Media account owners are responsible for deleting comments or content deemed defamatory, inaccurate, false, misleading, in breach of University Policy Instruments, or that may negatively affect the reputation of the University. Comments or content of this nature should be recorded (via a screenshot before being deleted) and may need to be escalated to the relevant University. University Members are required to cooperate with requests from Media and Strategic Communications to remove any content that is not in line with this Procedure or the University's expectations.

4.6 Social Media training

All University Members managing University Social Media accounts must complete Social Media training provided by Media and Strategic Communications before commencing activities. TikTok-specific training will include guidance on mitigation strategies, security practices, and content management. Media and Strategic Communications has the final authority to permit Social Media activities, including TikTok use, upon completion of training.

4.7 Teaching and learning

Social Media channels may be used as supplementary communication tools in a learning and teaching context, alongside other official modes of Student communication, including, but not limited to, University email and posts in the University's learning management system. Learning and teaching-related Social Media channels must be accessible only to relevant University Members or partners.

4.8 Research

Social Media can be effective in improving Research impact but should form part of a broader strategy. Any use of Social Media in the conduct and/or reporting of Research must adhere to the principles of responsible Research conduct outlined in the Code for the Responsible Conduct of Research and comply with any relevant ethics approvals and contractual obligations

of the Research project.

University Members who wish to use Social Media in the conduct of Research while associated with the University brand, should consult with Media and Strategic Communications and the Office of Research, to determine the appropriate strategy.

4.9 Access controls

Passwords for Official University Social Media channels must be centrally managed by Media and Strategic Communications and immediately reset if an administrator leaves the University.

4.10 Records management

All Social Media activity related to official University accounts, including posts, comments, images, and videos, must comply with the University's Records and Information Management Policy. University Members responsible for Social Media accounts are required to retain records of significant interactions, approvals, and any instances of removed or restricted content.

For content requiring additional approvals, such as images or videos of identifiable individuals, records of consent and any additional clearances (e.g., Research ethics approval or guardian consent) must also be maintained in line with the University's record-keeping standards.

4.11 Unofficial Social Media Channels

University Members may engage with Social Media groups, pages or channels that are not officially managed by the University, such as study groups, clubs, or societies. These channels are created and operated independently but must be clearly distinguished from official University platforms to prevent any confusion or misrepresentation.

The following must be adhered to when creating an unofficial University-related Social Media channel:

- Identification: The Social Media channel must clearly state in the "About" section that it is an unofficial platform and is not managed by the University's Social Media team.
- Branding: The University name, logo, or other trademarks must not be used in any manner that implies the channel is official or endorsed by the University. This is to ensure official channels remain easily identifiable and to prevent copyright violations.

If a University Member wishes to establish a Social Media account that identifies with the University, they must submit a request to the University's Media and Engagement team who will review the request to ensure compliance with the University's Policy Instruments and Guidelines.

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5 References

Nil.

6 Schedules

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

7 Procedure Information

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

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	Prevention of Discrimination, Bullying and Harassment Policy Public Interest Disclosure Policy Records and Information Management Policy Research Code of Conduct 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.

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Bullying

Bullying occurs when a person or group of people repeatedly behaves unreasonably towards a person or group of persons, and that behaviour creates a risk to health and safety. Interpretation Rule: Unless context otherwise requires, a reference to 'bullying' (or other grammatical forms of any of this term) wherever appearing in University policy or procedure, and whether or not those terms are capitalised in any such instrument, is taken to include a reference to 'Antisemitism' as defined in the Definitions Dictionary .

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.

Harassment

Harassment includes, but is not limited to, treating a person less favourably because of a person's characteristic such as their sex, race, age, disability, sexuality, religious or political belief or activity, or some other characteristic protected under anti-discrimination laws. Harassment may include Bullying a person and may also breach human rights legislation. Interpretation Rule: Unless context otherwise requires, a reference to 'harassment' (or other grammatical forms of any of this term) wherever appearing in University policy or procedure, and whether or not those terms are capitalised in any such instrument, is taken to include a reference to 'Antisemitism' as defined in the Definitions Dictionary .

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.

Information

Any collection of data that is processed, analysed, interpreted, organised, classified or communicated in order to serve a useful purpose, present facts or represent knowledge in any medium or form. This includes presentation in electronic (digital), print, audio, video, image, graphical, cartographic, physical sample, textual or numerical form.

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Intellectual Property

The result of an individual's intellectual endeavours that is capable of being protected by legal rights. Examples include, but are not limited to: inventions and discoveries in relation to new products and processes that can be protected by a patent; Copyright in Teaching Materials; other works in which Copyright subsists including literary works (including computer programs), dramatic works, musical works, artistic works, films, sound recordings, broadcasts, published editions and certain types of performances; industrial designs, which protect the shape, configuration, pattern or ornamentation of a product, that is, what gives a product a unique appearance; plant breeders' rights, which protect varieties of plants and trees; trademarks, which protect the branding, reputation and goodwill of products and services; circuit layout rights, which protect the layout plans or designs of electronic components in integrated circuits, computer chips, or semi-conductors used in personal computers and computer-reliant equipment; and trade secrets and know-how, that is, knowledge about products, processes, and inventions and discoveries: prior to the time they are incorporated into a publication or become the subject of a patent or design application; or which are never made the subject of an application for Intellectual Property registration.

Metadata

Identifying information collected with the data to enable cataloguing and searching. It can be used to describe physical items as well as digital items. Metadata is a standard machine and human-readable format for representing project and data documentation.

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.

Policy Instrument

A Policy Instrument refers to an instrument that is governed by the Policy framework. These include Policies, Procedures and Schedules.

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.

Sexual Harassment

Sexual Harassment is any unwanted or unwelcome sexual behaviour which makes a person feel offended, humiliated or intimidated, or occurs in circumstances where a reasonable person would have anticipated the possibility that the other person would be offended, humiliated or intimidated by the conduct. Sexual Harassment can take many different forms. It can be obvious or indirect, physical or verbal, repeated or one-off, and perpetrated by a person of any gender against people of the same or another gender. Sexual Harassment may include: staring or leering; unnecessary familiarity, such as deliberately brushing up against a person, or unwelcome touching; suggestive comments or jokes; insults or taunts of a sexual nature; intrusive questions or statements about a person's private life; displaying posters, magazines or screen-savers of a sexual nature; sending sexually explicit emails or text messages; inappropriate advances on social networking sites; accessing sexually explicit internet sites; requests for sex or repeated unwanted requests to go out on dates; behaviour that may also be considered to be an offence under criminal law, such as physical assault, indecent exposure, sexual assault, stalking or obscene communications. Sexual Harassment is not interaction, flirtation or friendship which is mutual or consensual.

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.

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.

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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 procedure only

University Data

Refers to any data generated, collected, or maintained by the University in the course of its operations. This includes, but is not limited to, research data, personally identifiable information, communications, intellectual property, and other data integral to the University's activities, operations, and services. It encompasses a broad range of information, extending beyond 'personal information' as defined under the Information Privacy Act.

Public Information

Refers to any information that has been officially authorized for

	release to the public or is already available through public channels, such as official statements, reports, or research outcomes. It does not include internal, confidential, or non-public information that has not been made available through official University channels.
Keywords	
Record No	23/579PL

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