

## Social Media Procedure

### 1. STRATEGIC PLAN THEME AND COMPLIANCE OBLIGATION SUPPORTED:

Supports: [Web Content Policy](#)

Relates to: [Digital Publishing Procedure](#) and [Media Procedures](#)

Strategic Plan Theme: [Sustainable Future](#)

### 2. PROCEDURAL DETAILS

2.1. These procedures outline the use of social media accounts operating under the Curtin University brand.

2.2. The University supports participation and promotion of its activities on social media while cognizant of protecting members of the University community, its image and reputation, confidential information and intellectual property.

2.3. University Marketing will authorise and setup social media accounts and determine appropriate channels.

#### 2.4. Account setup

- a. A Social Media Channel Request Form will be completed prior to the creation of all social media accounts.
- b. To assist completing the Social Media Channel Request Form, individuals will refer to the Social Media Style Guide and Social Media Guidelines for Channels Managers in the Brand Portal.
- c. Individuals will complete and submit the Social Media Channel Request Form to University Marketing via the Brand Portal.
- d. The Social Media Channel Request Form will be reviewed by the Social Media and Video Manager and referred to the Deputy Director, Brand Marketing for approval.

#### 2.5. Social media content

2.5.1. Channel Managers will:

- a. be responsible for maintaining an account that adheres to the Curtin brand guidelines and that also maintains a sufficient level of content, engagement and overall monitoring.
- b. not use the Curtin logo or images on third party social media channels to promote or endorse any product, cause, political party or political candidate.
- c. reserve the right to share User Generated Content on University social media channels in accordance with the [User Generated Content Statement](#).
- d. only post content for publicity or promotional purposes if they are authorised to do so and in accordance with this Procedure, the [Media Procedures](#), Social Media Style Guide and Social Media Guidelines for Channel Managers.
- e. not upload, post, transmit, share, store or otherwise make publically available on University social media channels personally identifiable information without the individual's written permission.

2.5.2. University Marketing reserves the right to restrict or to request the removal of any social media account or content that is deemed in violation of this procedure.

2.5.3. All social media content and comments linked to the University must adhere to the University's [Code of Conduct](#) and the [Curtin Disability Access and Inclusion Plan](#) (DAIP), and align to the Social Media Style Guide and Social Media Guidelines for Channel Managers.

- 2.5.4. Permissions to re-use copyright must be cleared before posting, sharing or distributing the content via an official University social media channel. The sharing of content should abide by any terms imposed by the copyright holder in the permission, including requirements to attribute the creator of the work.
- 2.5.5. Prior to any posting, sharing or distribution on social media of any identifiable image or video of students, staff or University associates, permission must first be obtained using the University's [Talent Consent Forms](#).
- 2.5.6. Communications on the University's social media channels will adhere to the following:
  - a. Content must be relevant, on topic, accurate and not misleading or risk potential brand damage.
  - b. Content should be constructive and not contain obscenity, expletives or vulgarity.
  - c. Posts that are not on topic, misleading, abusive, contain profanity, are threatening in tone or devolve into personal attacks will be moderated.
  - d. Posts with links that are determined to be spam will be moderated.

## **2.6. Branding**

- 2.6.1. All official University social media accounts will feature the University name and logo in accordance with the Brand Use Procedure and Social Media Guidelines for Channel Managers.
- 2.6.2. All official University social media accounts will indicate clearly that they are maintained by the University and will have Curtin contact information prominently displayed.

## **2.7. Managing inappropriate/unauthorised use.**

- 2.7.1. Reporting
  - a. All instances of inappropriate or illegal representation of Curtin University on official University social media accounts will be reported to the Director, Brand and Marketing and the Social Media and Video Manager, University Marketing.
- 2.7.2. Monitoring
  - a. All official University social media accounts are subject to review and monitoring at any time by the University Marketing team for brand consistency, content appropriateness and compliance.
  - b. Channel Managers will regularly monitor and maintain quality and appropriate content.

## **2.8. Removal of social media accounts**

- 2.8.1. Any official University social media accounts existing without authorisation will be subject to review when discovered and may be amended or removed.
- 2.8.2. The Director, Brand and Marketing, or their nominee, reserves the right to review and request the removal of any comment, posts or sites deemed inappropriate and in violation of the University's policies and procedures, and all other applicable legislation.
- 2.8.3. All inappropriate content will be removed within one (1) working day of being disclosed.

## **3. SCOPE OF PROCEDURES**

### **3.1. The procedure applies to:**

- 3.1.1. All members of the University community (which includes Council members, students, staff, University Associates, Curtin controlled entities, and all persons participating in University business or activities, including whether as a visitor, adjunct appointee, service provider or contractor).
- 3.1.2. Any social media channel including but not limited to Twitter, Facebook, Instagram, YouTube, LinkedIn, Snapchat, Yammer, TikTok, Tumblr, WeChat and Weibo, that provides content owned or managed by Curtin University.
- 3.1.3. The guiding principles of this procedure will inform practices on the University's offshore campuses and locations.

### **3.2. The procedure does not apply to:**

- 3.2.1. Digital content (applications, websites) that form part of coursework not intended for wider public access or consumption.

## **4. DEFINITIONS:**

*(note: commonly defined terms are located in the [Curtin Common Definitions](#). Any defined terms below are specific to this document).*

### **Social media**

Includes all online and interactive accounts offered by Curtin University or third party providers that facilitate the creation and sharing of content by users. This content can include text, audio, images and video. Examples of third party channels include but are not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, Spotify, Apple Podcasts, Google Podcasts and other forums.

### **Official University social media accounts**

Include all social media accounts that provide content owned and managed by Curtin University.

### **Channel Managers**

Includes all individuals authorised by University Marketing to exercise administrative and editorial control over an official Curtin social media channel, including content curation and creation, publishing and community management, in accordance with this procedure.

### **User Generated Content (UGC)**

User Generated Content (UGC) refers to any text, audio, image and/or video submitted by an individual to any Curtin digital platform, sub-domain, website or social media account.

### **Personally identifiable information**

Information or an opinion about an identified individual, or an individual who is reasonably identifiable; whether the information or opinion is true or not; and whether the information or opinion is recorded in a material form or not.

## **5. SCHEDULES**

Nil

## **6. RELATED DOCUMENTS/LINKS/FORMS**

[Accessible Information Procedures](#)

[Advertising Standards Bureau](#)

[Brand Communications Policy](#)

[Brand Use Procedures](#)

[Code of Conduct](#)

[Copyright](#)

[Digital Publishing Procedures](#)

[Freedom of Information Act 1982](#)

[Freedom of Information Act 1992 \(WA\)](#)

[ICT Policy](#)

[Information Management Procedures](#)

[Intellectual Freedom Policy](#)

[Media Procedures](#)

[Privacy Act 1988 \(Cth\) – Australian Privacy Principles](#)

[Web Content Policy](#)

[Social Media Guidelines](#)

[Social Media Channel Manager Guidelines](#)

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