SOCIAL MEDIA POLICY

1.0 INTRODUCTION

UQU believes in fostering a thriving online community accessible to Students and Staff. This policy provides guidelines which outline the legal implications of discussing, publishing and posting content about UQU online via your personal platforms or UQU owned assets.

DEFINITIONS: Social Media – includes but is not limited to Blogs, Twitter, Facebook, YouTube, Flickr, MySpace, Instagram, Yelp, Urbanspoon and Reddit.

2.0 SCOPE

This policy will apply to all employees of UQU, including management, Student Executive, volunteers and elected students. The principles of the policy apply to professional use of social media on behalf of UQU as well as personal use of social media that could impact on the reputation of UQU.

3.0 APPLICATION

3.1 Legal Parameters:

There are legal responsibilities and obligations that must be complied with. Failure to abide by these can result in serious ramification for employees and volunteers.

Legal Liability

If you choose to publicise your opinions or comments, you are legally responsible for your commentary. Individuals can be held personally liable for any online commentary deemed to be defamatory, discriminatory, obscene, proprietary, or libellous (whether pertaining to UQU, individuals, or any other organisation).

For these reasons, employees/volunteers should exercise caution with regards to exaggeration, colourful language, guesswork, obscenity, copyright material, legal conclusions, and derogatory remarks or characterisations.

In summary, you post (or comments on the posts of others) at your own risk. Outside parties can pursue legal action against you for postings.

Please note employees/volunteers who post and or publish content that breaches any UQU work place policy via their personal online accounts or to UQU social platforms will face disciplinary action up to and including dismissal.

Potential Hazards of Social Media

Management can access content and information made available by employees/volunteers through social media. You should use your best judgment when posting material. It is unacceptable to post material that is inappropriate or harmful to UQU, its employees or customers.

Some examples of prohibited social media conduct include posting commentary, images or content that is defamatory, pornographic, harassing, and libellous or that can create an unpleasant or hostile work environment.

Management recommends that employees/volunteers refrain from posting or publishing content in relation to UQU in their personal time.

Personal Use of Social Media

Unless using social media is within the course of your employment, its use should be kept to an absolute minimum in the workplace. Social media use should not interfere with your duties and responsibilities at UQU. UQU's computer systems are to be used primarily for business purposes. Personal use of social media networking or blogging is not encouraged during business hours, save for during your meal or rest breaks.

Conduct that violates UQU policies can result in disciplinary action, including termination.

Company Privileged Information

You are not permitted to publish any confidential, proprietary, or trade secret information on your blog, social media accounts or website as stated in your letter of appointment. The UQU logo or any other created personas are off-limits for private use unless prior approval has been sought from the President or Senior Management.

Sensitive workplace information cannot appear on any blog or website under any circumstances without prior approval from the President or Senior Management.

Media Inquiries

Blog posts, website or social media activity may generate media coverage. If a member of the media contacts you to speak on behalf of UQU in regards to related postings, or requests UQU information of any kind, contact the President president@uqu.com.au or 3377 2200 immediately.

3.2 Best Practice Guidelines

The following recommendations provide an outline for constructive, respectful, and productive dialogue between UQU employees, members of the public, UQ students and staff. These guidelines are in the spirit of UQU's culture and in the best interest of all UQU members whether they communicate online or not. We encourage you to consider the-following:

Be Respectful of your Audience

Be thoughtful and accurate in your posts and be respectful of how others may be affected. If you post under UQU, its created personas, or your personal accounts you can be viewed as a representative of the Organisation. If you are unclear about your content and how it may be perceived you should contact Marketing, Human Resources or the Executive for clarification and guidance.

Get Your Facts Straight

To ensure you are not misrepresenting the ideas and values of UQU it is important to ensure that information posted is accurate.

Be Aware of Public Posts

Note that your online activity is public and as such if you are replying to a blog from an external source you need to be aware that the person you are replying to may not be comfortable with everyone reading your reply.

Disciplinary action will be taken where it is deemed an employee/volunteer or Elected Student has breached this policy. Intoxication or the influence of illicit substances as an excuse will not be accepted.

Refer also to the UQU Privacy Policy and the UQU Workplace Harassment, Bullying and Discrimination Policy as well as relevant legislation contained in those policies.

For further information on this policy please contact the Human Resources Department.