



Curtin University

Social Media Guidelines

December 2022



Purpose of this document

The purpose of this document is to provide Curtin University staff with the information required to manage risks that may arise when using social media in the course of your employment.

These guidelines are not intended to restrict the freedoms of staff but to help you better protect yourself, other staff and the University's reputation, confidential information and intellectual property.

Who is this document for?

The contents of this document are relevant for all Curtin University staff who use social media, whether they identify themselves as an employee or representative of Curtin on the channel or not.

If you are a staff member who intend to or are approved to manage official Curtin social media channels - please refer to the Curtin University Social Media Guidelines for Channel Managers.

Related documents

This guide should be read in conjunction with the following documents:

- [Code of Conduct](#)
- [Accessible Information Procedures](#)
- [Advertising Procedures](#)
- [Brand Communications Policy](#)
- [Brand Identity Guidelines](#)
- [Brand Use Procedures](#)
- [Digital Publishing Procedures](#)
- [Intellectual Freedom Policy](#)
- [Intellectual Property Procedures](#)
- [Media Procedures](#)
- [Social Media Procedure](#)
- [Social Media Guidelines for Channel Managers](#)
- [Web Content Policy](#)

Should you have any queries, please contact the University Marketing Social Media Team at socialmedia@curtin.edu.au.

What is social media?

For the purpose of this document, social media is defined as any digital, third party tool that allows users to quickly create and share content with the public. This content can include text, audio, images and video. Examples of social media channels include but are not limited to Facebook, Instagram, LinkedIn, Twitter, YouTube and Yammer.

Using social media

As a university, we strongly encourage the expression of opinions and discussion of ideas; however, we expect all staff to do so in an appropriate manner, regardless of the context.

Whether you intend to use social media for personal or professional use, or a mixture of the two, please ensure you are familiar with these guiding principles.

Code of conduct

As a Curtin University employee, you are obligated to adhere to the Curtin Code of Conduct when using social media in the course of your employment.

Ensure you are familiar with the Code and how it applies to your behaviour on social media as well as in the workplace. You can view the [Code of Conduct](#) here.

Social media behaviour that could be considered in breach of the Code will be immediately removed where possible or requested to be removed. All inappropriate content will be removed within 24 hours of being disclosed. Further action may be required and will be determined by the nature of the breach.

Disclaimer

If you choose to disclose your employment at Curtin on your social media profile, you are required to include a disclaimer to establish that views shared are not representative of Curtin's views.

Consider personal and professional boundaries

Care should be taken when establishing connections on social media. Consider the short and long term implications and the type of content you plan to share before sending requests to colleagues or business partners of the university. This is especially important when considering a social media request from or to students.

Sharing personal information

While different social media channels offer different privacy settings, please be aware that some of these are more effective than others. As a general rule, it is sensible to assume that there is a risk that any information shared through social media could become publicly available and to a wide audience.

Please take care with photographs and any personal information – phone numbers, addresses and other personal data. This includes your own personal information and that of others.



Curtin branding

Whether you are using social media for personal or professional purposes, you are welcome to disclose your employment at Curtin; however, we ask that you:

Do not use either “Curtin” or the name of a Curtin organisation as part of the title or handle of your account.

Do not use the Curtin logo or any variation of the logo on your account. This is important in helping our audience understand when they are viewing an official Curtin account and when they are not.

User Generated Content

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

If you choose to share, repost, use UGC you must obtain written permission from the individual. Please refer to the User Generated Content Statement.

Respect copyright and intellectual property

Please do not post any content that in any way infringes copyright or the intellectual property of another person without proper permission and/or acknowledgment of that person.

If you are even in doubt as to whether you can post something or not, please contact the University Marketing Social Media team for advice.

Social media in a crisis

Social media plays a critical role in a crisis and there is a process that is managed by the University Marketing Social Media team in conjunction with the Communications and Stakeholders Team.

In the event of a crisis, you are asked to only share posts that contain approved messaging from the central Curtin University accounts. Do not create your own messages and do not adapt the messages.

Social media during work hours

Whether for personal or professional use, please limit the use of personal social media accounts during work hours and be mindful of the impact it can have on your productivity. See [Curtin’s ICT policy manual](#) for further details.



Further principles to follow: Professionalism

It is expected that you will maintain a professional presence and tone when using social media for the purpose of promoting your work at Curtin.

This includes maintaining a complete and up to date profile with an appropriate profile image, cover image, job title and position description. For any assistance with completing these components, please contact the University Marketing Social Media team via the [Brand Toolkit](#).

Sharing Curtin information and authority to comment

If you're posting content for publicity or promotional purposes, make sure you are authorised to do so.

Where Curtin staff are sharing new research findings or a similar news announcement, ensure that this is done simultaneously with official Curtin accounts.

Please refer to Curtin's [Media Procedures](#) for more information on this subject.

Responsibility

Remember that what you post is ultimately your responsibility. The University Marketing Social Media team will endeavour to provide you with the support you need to use social media effectively and appropriately; however you will be held accountable for anything that you publish.

Internal social media

Yammer is the primary internal social media channel for Curtin staff. Only staff with a @curtin.edu.au email address can join. Further information about the use of this channel can be found under the [Internal Communications section](#) of the Curtin Brand Toolkit.

Use of social media in learning and teaching

Please contact [Curtin Learning and Teaching](#) for information about using a social media channel as part of a unit.

