

Thank you for working with Curtin University (**Curtin**).

Curtin is committed to transparent online advertising. This Code of Conduct (**Code**) sets out the minimum standards of behaviour that Curtin expects from you to maintain Curtin's reputation and ethical standards. Curtin expects you to read, understand and comply with this Code.

In developing this Code, Curtin has consulted and considered the Australian Association of National Advertisers (AANA) Code of Ethics.

APPLICATION OF THE GUIDELINES

The Code applies to all persons engaged by Curtin to endorse, promote or advertise Curtin on their social media account (including influencers / content creators). You must only post Curtin Content in accordance with this Code.

In this Code, **Curtin Content** means any content that is endorsing, promoting or advertising Curtin University, which Curtin is paying or otherwise providing a benefit to you to post on your social media account(s).

COMPLIANCE WITH POLICIES

Different online platforms establish and enforce different policies / terms of use (**Platform Policies**), including relating to advertising and branded content, which may be updated from time to time. It is important that all Curtin Content is posted in accordance with Platform Policies.

You must comply with any applicable Platform Policies when posting Curtin Content.

DISCLOSURE

It is important that all Curtin Content is clearly labelled as an advertisement / branded content.

You must:

- Clearly label all Curtin Content so that it is obvious to your audience that it is an advertisement / that you received a benefit in exchange for the Curtin Content. The disclosure must be in a prominent location within the Curtin Content.
- Comply with any applicable Platform Policies relating to advertisements / branded content.

CURTIN APPROVAL

Curtin wishes to maintain its reputation, including for ethical and transparent marketing practices.

You must:

- Provide the Curtin Content to Curtin for review and approval prior to posting (unless otherwise agreed).
- Ensure that the Curtin Content aligns with Curtin's values – Impact, Integrity, Respect, Courage, and Excellence.