

## SOCIAL MEDIA POLICY 2021

### 1. Purpose

The purpose of this policy is to:

- a) To ensure the appropriate use of social media and provide guidance with respect to both personal and official use of social media ensuring consistency with the strategy, goals, and values of the University.
- b) The Social Media Policy is not intended to limit academic freedom and recognises that AUT has a role to play as critic and conscience of society (Education Act 1989, section 162). Joint venture collaborators are strongly encouraged to use this Policy as a reference

### 2. Scope

- a) These procedures apply to all staff of Auckland University of Technology (AUT) whose posts on social media make reference to University matters.
- b) This policy is broad in nature to accommodate the fast-changing landscape of social media.

### 3. Definitions

**AUT Social Media Team:** Members of the Communications team responsible for the maintenance of AUT social media channels.

**AUT Staff** includes contractors, consultants, fixed term, permanent and hourly paid employees of AUT.

**official social media account:** a department, school, faculty, research group, centre or any other university presence on a social media site that has been approved by the Social Media Manager. It includes any social media account that has AUT in the name, represents any school or research centre, sits under the AUT brand guidelines, and is managed by a staff administrator. i.e. AUT School of Communications.

**personal brand:** the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence, and have a larger impact within their industry both locally and globally.

**personal social media account:** any social media account managed by an individual staff member in a personal capacity. i.e. @jennybroome or @alisonsykora

**post:** means a public-facing piece of content on a social media channel. Posts include but are not exclusive to TikTok's, Tweets, Microsoft Teams posts and comments, blog entries, forum comments, web articles, Facebook status updates, YouTube video uploads, Flickr photos, content syndication network and any other digital interaction with a web-based social platform.

**social media:**

The creation, communication and exchange of digital content using social networks, including but not exclusive to Facebook, YouTube, Twitter, LinkedIn, blogging, micro-blogging, media sharing, virtual worlds and other social networks that are accessed via the internet or mobile technologies.

#### 4. General Policy Principles

- a) The University acknowledges the role of staff in enhancing the University's reputation through communication of achievements and research via Social Media and contributing to public discourse.
- b) AUT supports and encourages the use of social media as a way of facilitating communication and dialogue between its various audiences, e.g., students, staff, alumni, the business sector, the research community, and media, and of enhancing participation and engagement in teaching and learning.
- c) University staff may comment to the media within their area of expertise. Only the Vice-Chancellor and staff authorised by the Vice-Chancellor can provide an official comment to the media on University business or on the University position on any matter.
- d) Staff must always be alert to the fact that postings on social media sites are public and permanent, and any consequential actions to modify or delete content can aggravate and escalate situations.
- e) Staff are required to comply with all of the guidelines of any social media platforms when posting material; any content that does not comply may be removed. The responsibility is on the individual to understand and abide by the different social media channel guidelines.
- f) Staff should refrain from posting or sharing fake news, spam, harassment, conspiracies, disinformation, misinformation, negative content, dangerous content, racism, false claims, anything that may contribute to public (especially staff or student) fear or concerns or be deemed unsafe.
- g) Everyone is required to take all reasonable steps to comply with NZ rules and guidelines outlined in legislation particular the Privacy Act 2020, New Zealand Public Health and Disability Act 2000, COVID-19 Public Health Response Act 2020, and the Health and Safety Act 2015.
- h) If any staff are found in breach of these guidelines or any legislation, on AUT channels, the Social Media Team can request the individual immediately remove the content and can revoke their media publishing rights.

Anyone with content found to be in breach of these guidelines is open to being reported and may be blocked, banned, or taken down, by the channel in line with the social media platform's guidelines, and your channel could be removed and/or your account terminated.

## 5. SOCIAL USE POLICY

### A. Personal social media usage

*When using social media in a personal or professional capacity, staff members should:*

- clarify on their accounts that the opinions expressed are their own
- not post any hate speech, threats of violence, harassment, or racial epithets, and refrain from the use of abusive, demeaning, or discriminatory language.
- not post any profanities, spurious or derogatory comments, sexually explicit language, videos, or images.
- not post copyrighted material (without lawful excuse or permission.)
- refrain from direct dissemination of incorrect information to AUT Staff and Students.
- consider how a post may reflect on AUT, particularly when the subject is controversial.
- ensure that any information posted about AUT will not bring AUT into disrepute. Uphold the reputation of AUT and be respectful and ensure that any information posted is correct.
- protect the confidentiality of AUT, and respect the privacy of all its students, alumni, and ~~clubs~~ <sup>colleges</sup>; do not post any content that may identify them without their permission
- ensure they not identify AUT as the staff member's workplace unless specifically promoting ~~them~~ <sup>themselves</sup> and their work at AUT.
- not post confidential or proprietary information about AUT, its students, staff, or alumni

#### 1. Important things to note:

Realise that posting to social media sites is immediate, public, and permanent and should be seen in the same light as commenting to the media. Staff should not use any AUT-related brand images (e.g. logo, campaign, or other official AUT visual assets) or representation on personal social media pages.

- The AUT Social Media Team reserves the right to remove or request the deletion of any content that is contrary to this policy.
- Staff members are responsible for what they say and do when posting content on social media sites and must comply with the AUT Code of Conduct.

If a staff member chooses to identify themselves as an AUT staff member, either in a social media bio or in any post on any social media network, a disclaimer must then appear on all his/her social media networks indicating this is a personal opinion and not that of the University or department.

## 6. Social Media Channel Guidelines:

**YOUTUBE:**

Terms of Service: <https://www.youtube.com/static?template=terms>

Community Guidelines: <https://www.youtube.com/howyoutubeworks/policies/community-guidelines/#community-guidelines>

**TWITTER:**

Policies: <https://help.twitter.com/en/rules-and-policies>

**FACEBOOK:**

Community Standards: <https://transparency.fb.com/en-gb/policies/community-standards/>

**LINKEDIN:**

Community Policies: <https://www.linkedin.com/legal/professional-community-policies>

**INSTAGRAM:**

Community Guidelines: <https://help.instagram.com/477434105621119>

**7. NZ Legislation****NZ Legislation Links:**

<https://www.health.govt.nz/nz-health-statistics/access-and-use/legislation>

**New Zealand Public Health and Disability Act 2000:**

<https://www.legislation.govt.nz/act/public/2000/0091/latest/DLM80051.html>

**The Privacy Act 2020:**

<https://www.legislation.govt.nz/act/public/2020/0031/latest/LMS23223.html>

**Health and Safety Act 2015:**

<https://www.legislation.govt.nz/act/public/2015/0070/latest/DLM5976660.html>

**Covid Legislation:**

<https://covid19.govt.nz/alert-levels-and-updates/legislation-and-key-documents/>

## 8. AUT Accounts

AUT operates a number of official social media accounts. Members of AUT staff who are allowed to manage and comment on these accounts are approved by the Social Media Manager.

No other AUT staff should comment on these official AUT channels. This is to ensure the message presented is complete, correct, consistent and official.

It is important that social media channels used on behalf of AUT, our faculties, schools, research centres, services or organisations are updated by people who are knowledgeable about the topic covered by the channel/account and experienced in communications.

While public posts using official AUT accounts are stringently managed due to the high level of reputational risk from ill-conceived posts, we must remain aware that account and device hijacking is also a risk.

## 9. AUT Social Media Accounts

Staff must seek authorisation from the Social Media Manager before establishing or operating any official AUT social media presence.

Approval for the establishment of an AUT social media account is always reviewed and approved by the Social Media Manager.

When requesting an account, you must allocate responsibility for maintenance and operation of the account to a relevant staff member.

The relevant staff member responsible for maintenance and operation of an AUT social media site must ensure that the content posted is accurate and appropriate in tone and style and aligned with AUT Brand Tone of Voice.

They must keep the content of the site up to date, posting quality engaging content, posting consistently, including responding promptly to comments and questions, and messages, and must include links to the AUT website and adhere to the AUT Social Media Internal Staff Principles.

Branding of AUT social media sites must comply with AUT's Brand Principles. Approval to use AUT branding on social media sites is to be obtained from the Head of branding and brand management.

The Social Media Manager reserves the right to remove any post from AUT social media that, in his or her opinion, poses a reputational risk to AUT.

The Social Media Manager must be an admin on your account (If it is a Facebook page or LinkedIn page) and Facebook pages must be added to the AUT Facebook Business Manager account.

Account administrators must be added via AUT Facebook Business Manager. If you have a change of staff, please inform the Social Media Manager so they can update administration access for security reasons.

In using social media for either personal or professional postings, staff must uphold and protect the reputation of AUT and be aware that postings on social media sites are immediate, public, and permanent. Staff must be accurate, fair, and respectful when using social media, and maintain confidentiality about AUT, its students, alumni, and colleagues.

Staff must ensure that information or comments posted on social media will not bring AUT or other staff members of AUT into disrepute. The tone of language should be respectful and not abusive, demeaning or insulting. Staff should be aware that all online content can be viewed by

the public and may be visible indefinitely.

AUT recommends that staff refrain from posting material that they would not otherwise wish to be presented in a public forum. Staff must ensure that the personal information of other staff and students (including telephone numbers, date of birth, physical addresses, email addresses, Student IDs, etc.) is also protected.

## 10. Associated Documents

[Policies and Procedures](#) can be found on Tuia

## 11. OTHER LEGISLATION

- [Copyright Act 1994](#) [Official Information Act 1982](#)
- [Privacy Act 1993](#) [Protected Disclosures Act 2000](#)
- [Unsolicited Electronic Messages Act 2007](#)
- [Harmful Digital Communications Act 2013](#)
- [The Education Act 1969](#)

## 12. LEGAL COMPLIANCE

The University and all users will comply with the relevant legislation as outlined in this policy.

## 13. RESPONSIBILITY

Breaches of this policy will be reported to the Head of Communications and may result in disciplinary action under the [Employee Discipline Policy](#)

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### VERSION CONTROL

Responsibility for policy:

Social Media Manager

Approving Authority:

Director of Communications

Latest Review:

October 2021