

## Guild Social Media Policy

<b>Commencement Date:</b>	June 2022	<b>Review Date:</b>	June 2023
<b>Division/Person Responsible:</b>	Marketing & Communications Manager marketing@guild.uwa.edu.au		
<b>Category:</b>	POLICY		
<b>Approval Authority:</b>	Guild Council		

## 1 DEFINITIONS

### 1.1 *Defined Terms*

Except where otherwise stated;

- 1.1.1. *The UWA Student Guild (the Guild)* refers to the University of Western Australia Guild of Undergraduates as prescribed in The University of Western Australia Act 1911
- 1.1.2. *Social Media* refers to all online or application-based services designed to connect people and organisations and/or create and share content. This definition includes but is not limited to; Facebook, Instagram, TikTok, Twitter, Google+, Youtube, Tumblr, Pinterest etc.
- 1.1.3. *Guild-managed social media accounts* refer to all social media accounts, pages, groups or profiles, run by the Guild, its sub-councils, departments, affiliates or publications.
- 1.1.4. *Department Accounts* refers to all Guild-managed social media accounts that are managed by a department, sub-council or publication of the Guild. E.g. The Women's Department Facebook Page, the PROSH Instagram Account
- 1.1.5. *Primary Accounts* refers to all Guild-managed social media accounts run on behalf of the entire organisation. E.g. The UWA Student Guild Facebook Page and the UWA Tavern page

### 1.2 *Non-Defined Terms*

All definitions not otherwise defined in this document shall be in accordance with the UWA Student Guild Regulations.

## 2 ACCESS

### 2.1 *Primary Accounts*

Primary accounts shall only be accessed by members of the Guild Executive, Associate Director Student Services, (ADSS), and the Marketing Department; other staff and/or student reps may be given access following approval by the ADSS.

Where possible, only the Marketing Manager and ADSS shall have total access (i.e. Admin access) to Primary Accounts. Other authorised persons shall have access to moderate, post and remove content (e.g. editor access on Facebook Pages) as necessary.

All Primary Guild and Guild-affiliated Department social media will be owned by the Guild, in the Guild Facebook Business account. Only the Marketing Manager and ADSS may have Administrative privileges to the Business account.

- 2.1.1 Access to Primary Accounts During Guild Elections:  
During the period of polling and the week immediately prior, as defined in the UWA Student Guild Election Regulations, the Guild Executive shall not access any Primary Account.

## **2.2 Department Accounts**

- 2.2.1 Department Accounts shall be managed by the Department Officer, Sub-Council President, Director etc. of the division of the Guild that that Department Account represents, and their delegates.
- 2.2.2 The Marketing Manager will retain Admin access to all Department Accounts, and grant Editor access to Department Officer Bearers and other approved Department committee members, as approved by the Department Office Bearer.
- 2.2.3 Where a social media platform does not allow for central management of access (e.g. Instagram, TikTok), the Marketing Manager and Department Officers will change the account password annually, during the Council transition training. The new password will then be stored by the Marketing Manager in the Guild Lastpass vault and can be distributed by the Office Bearer to designated committee members.
- 2.2.4 The Marketing Manager is responsible for ensuring that all Guild-managed social media accounts are transitioned to the new Guild Office Bearers during the Guild Council handover. No account management will be allocated without first receiving training from the Marketing Manager.

## **3 CONTENT APPROVAL**

### **3.1 Primary Accounts**

Content for Primary Accounts shall only be posted if it has been approved by the Marketing Manager or a person who has been granted access to Primary Accounts under this Policy.

- 3.1.1. Notwithstanding 3.1, persons who have access to Primary Accounts under 2.1 shall be allowed to post content at their discretion.
- 3.1.2. Content from Departments for dissemination on Primary Accounts should be submitted to the Marketing Manager and will be posted at their discretion.
- 3.1.3. The Marketing Manager shall have the right to reject any submission for Primary Accounts that fail to meet the prescribed procedure for submission and/or brand and content guidelines.
- 3.1.4. The Marketing Manager shall have the right to edit any submission, including images, for tone, clarity and appropriateness at their discretion.

### **3.2 Department Accounts**

- 3.2.1 Approval of content for Department accounts shall be at the discretion of the manager of that account, provided it remains compliant with this policy and the Publications & Promotions Policy.

- 3.2.2 All content produced by that account shall be the responsibility of the account manager.
- 3.2.3 Content should only be approved if it meets the content guidelines outlined in this policy.

## **4 CONTENT GUIDELINES**

### ***4.1 Content for all Guild-managed social media accounts shall:***

- 4.1.1 Be relevant to UWA students or, in the case of Department accounts, a subset of UWA students;
- 4.1.2 Comply with the content guidelines provided in the Promotions and Publications Policy;
- 4.1.3 Not support any position which is contrary to the Guild Policy Book, or any other position formally taken by the Guild; and
- 4.1.4 Not contain any private or confidential information about the Guild or its staff.
- 4.1.5 All promoted content (paid) must go through the Marketing Manager, ADSS or equivalent without exception.
- 4.1.6 No content which does not meet the above guidelines shall be posted.

## **5 PROMOTED CONTENT**

- 5.2. All paid promotions on Guild social media (ie Boosted Posts or event promotion) are to be created by the Marketing Department using the Guild Facebook Ad account.
- 5.3. A credit card form is to be completed by the Department Officer and Marketing Manager and submitted to Guild Finance before any content can be promoted.
- 5.4. Paid promotions for Guild content may only be paid for using the Guild credit card.
- 5.5. No paid third-party or external content is to be promoted through Guild online channels.

## **6 CRISIS MANAGEMENT**

### ***6.1 Guild content removal***

- 6.1.1 The Marketing Manager and, in the case of Primary Accounts, Guild President shall have the right to remove any content that fails to comply with the provisions of this policy, the Media Relations Policy, Promotions & Publications Policy or Digital Media Policy or that they otherwise deem to be inappropriate for the Guild to be publishing.
- 6.1.2 Where content is removed, the person who removed the content shall make a record of the date and time that the content was both posted and removed, as well as a record of the content removed and any third-party interaction with that content. Such information shall then be immediately sent to the Marketing Manager.
- 6.1.3 Where content is removed from Department Accounts, the Marketing Manager shall inform the account manager of the reason for the removal of the content, as soon as is practical.

### ***6.2 User content removal***

- 6.2.1 The Guild supports the rights of students to comment and interact with Guild content, and to express criticism of the Guild.

- 6.2.2 No content shall be removed solely because it criticises the Guild or its operations.
- 6.2.3 The Guild reserves the right to remove any comment or interaction that
- 6.2.4 Uses inappropriate language;
- 6.2.5 Is sexist, racist or otherwise discriminatory;
- 6.2.6 Directly insults, degrades or defames, or encourages others to insult, degrade or defame any Guild staff member or student representative, or reveals private information about a Guild staff member; or
- 6.2.7 Reveals or references information relating to the Guild that was discussed in camera or is otherwise confidential.
- 6.2.8 Makes false allegations, encourages others to break the law or damages another person's reputation. There are laws to protect a person's good name against false information.
- 6.2.9 Encourages people to hate or act violently towards others because of their culture, ethnicity or background.
- 6.2.10 Where a comment or interaction is removed or hidden, the remover shall make a record of the content of the comment or interaction, along with the date and time of that comment or interactions being made and the date and time it was removed or hidden. Such information shall then be immediately sent to the Marketing Manager.

### **6.3 General Provisions**

- 6.3.1 The Marketing Manager shall keep a record of all removed posts, and such information shall be made available to the Guild President on request.
- 6.3.2 Any Guild-owned and branded social media account may be removed by the Marketing Manager, upon agreement with the ADSS and Guild President, and in consultation with the relevant Department Officer or Sub-Council President.

## **7 PERSONAL SOCIAL MEDIA**

- 7.1 The Guild supports the right of staff and student representatives to express their opinions on their private social media accounts.
- 7.2 When using personal social media accounts, it is recommended that staff and student representatives do not use public privacy settings when posting about Guild related matters and assume that all posts are public when interacting with content posted by others.
- 7.3 It is recommended that staff and student representatives specify on their social media platforms that their views are their own.
- 7.4 Personal social media accounts should not be used for the creation of Guild content (e.g. Facebook Events). All Guild-related content should originate from a Guild-branded social media account.

## **8 NEW SOCIAL MEDIA ACCOUNTS**

- 8.1 Any new Guild-branded social media accounts, groups or pages across all social media platforms must be approved by the Marketing Manager, ADSS or Guild President.
- 8.2 New accounts and pages should not duplicate existing social media accounts and pages.

- 8.3 The Marketing Manager, ADSS or Guild President may order the removal of any new Guild-branded social media account that does not comply with 8.1 or 8.2.

## **9 GENERAL GUIDELINES**

- 9.1 The Marketing Manager shall maintain a set of Social Media Guidelines to staff and student representatives on the correct social media procedures in reference to the Guild, including promotions procedures.
- 9.2 This policy should be read in conjunction with the Media Relations Policy and the Social Media Guidelines.
- 9.3 Where a position referenced in this policy no longer exists, the person holding the equivalent or most similar position shall assume the rights, responsibilities and powers granted by this policy. Where a dispute arises in relation to this, the Governance Committee, in consultation with relevant parties, shall decide the matter.