

SOCIAL MEDIA POLICY

Section	Public Affairs & Communications
Contact	Executive Director, Public Affairs
Last Review	July 2020
Next Review	July 2021
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Purpose:

The purpose of this policy is to provide guidance to Massey University staff with respect to the official University use of social media and clarify the accountabilities and responsibilities of staff in relation to the University's social media presence.

Policy:

This policy concerns the use of University social media accounts that are owned and managed by staff, for example, an account that represents the University, a college, school, service line or department.

The Massey University social media accounts are owned by the Executive Director, Public Affairs and are managed by the social media team.

The purposes of Massey University social media accounts is to promote the Massey student experience, research and achievements of teaching staff, to inform, educate and engage with current and future Massey students (both domestic and international), past and present staff, alumni, our corporate and research partners and other key stakeholders.

Staff seeking to set up an official University social media account or any account using the Massey brand must contact the Social Media Communications Manager in the first instance, who will consider the request in consultation and conjunction with the Executive Director, Public Affairs and the Director, Marketing and Recruitment. New accounts must be approved by the Executive Director, Public Affairs.

Account owners are responsible for monitoring and maintaining content, complying with this Social Media Policy, other related policies, gaining permissions to publish where relevant, and relevant legislation. Account owners must ensure content is factually correct and should be mindful of ensuring they do not bring the University into disrepute. They are expected to act responsibly and will be required to remove content immediately if asked by the Executive Director, Public Affairs, the Associate Director, Communications or the Social Media Communications Manager.

Official University accounts are required to have at least three designated administrators with access to the site, one of which is the Social Media Communications Manager. If one of the remaining two administrators leaves their role or the University, the account password must be changed and an alternative second administrator should be found. When an account owner is no longer able or willing to manage the account, they are responsible for closing it appropriately or arranging a suitable replacement with the necessary skills and capacity to continue managing the

content. If an official University social media account remains dormant for more than three months, the Executive Director, Public Affairs has the authority to close the account.

Definitions:

Social media refers to the channels used for the distribution and exchange of content in an online setting, such as, but not limited to, blogs, micro-blogs, media sharing sites, social networks and virtual worlds.

Account owner means the person who, in the course of their employment, creates a social media account and is primarily responsible for publishing, monitoring, maintaining and appropriately archiving content.

Department includes colleges, departments, divisions, schools, centres, research groups, committees, and any other collective administrative body.

Heads of Departments includes PVCs, DVCs, Heads of Departments, Directors of Centres and Research Groups, and Directors or Managers of Service Divisions.

Main social media accounts means the website supplying the social media service including, but not limited to, Facebook, Twitter, LinkedIn, Instagram, Snapchat and YouTube.

Breaches of policy

Failure to adhere to the policy could result in disciplinary action, up to and including dismissal. As per the Policy on Staff Conduct, when standards are not met the University may, depending on gravity, regard the staff member's actions (or lack of them) or behaviour, as misconduct or serious misconduct and invoke formal disciplinary procedures in accordance with the University's policies and the relevant employment agreement. Serious misconduct is behaviour that is persistent, wilful, abusive, harmful, dangerous, dishonest or repeated, or damages the University's reputation.

Audience:

This policy applies to all Massey University staff and students.

Relevant legislation:

- Education Act 1989
- Human Rights Act 1993
- New Zealand Bill of Rights Act 1990
- Harmful Digital Communications Act 2015

Legal compliance:

Existing legal responsibilities and university policies remain in place when Massey University employees use social media.

Related procedures / documents:

[Policy on Academic Freedom, Free Speech and Freedom of Expression](#)
[Policy on Staff Conduct](#)
[Code of Student Conduct](#)
[Brand Guidelines](#)

Document Management Control:

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Under consultation with staff and unions