

## Social Media

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Current Version:	27/07/12	Officer Responsible:	Director, Business Development Manager, Marketing
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Note: A minor amendment was made to Section 3.1b subsequent to TKM approval.

# 1 Introduction

## 1.1 Purpose

Ara Institute of Canterbury <sup>1</sup>encourages staff to use social media in a professional context where appropriate, and recognises that staff also use social media in a personal context. This policy applies to all staff and refers to personal and professional social media use.

The purpose of this policy is to safeguard against any damage to the reputation of Ara and/or the employees or representatives of Ara. It does not seek to restrict employees or representatives personal use of social media. [Refer also to CPP105 Acceptable Use and Conduct for ICT Users; CPP 121 ICT Security and CPP211 and 211a Code of Professional Practice].

## 1.2 Scope and Application

- a This policy applies to all written information, comment and visual images shared on social media in the name of Ara or the Ara Council.
- b This policy also refers to written information, comment and visual images shared on social media in a personal context by Ara staff where Ara Institute of Canterbury's reputation or the professional reputation of the staff member could be compromised.
- c This policy does NOT apply to advertising for Ara courses, events or to Ara Institute of Canterbury's media relations. Refer to CPP101 Marketing for information on advertising and media relations.

## 1.3 Formal Delegations

- a The Director, Business Development delegates responsibility to the Communications Manager to monitor and oversee use of and compliance with this policy.

## 1.4 Definitions

- a **Social media:** All online interactions where administrators engage with communities and publish information/content/images. Examples are social networks (ie. Facebook and Google Plus), blog websites (ie. Wordpress, Weebly etc), microblogs (ie. Twitter), discussion forums, video sharing (ie. YouTube), geo-spatial tagging (ie. Four Square) and photo sharing sites (ie. Flickr and Picassa).

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<sup>1</sup> Refers to Ara from herein.

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- b **Ara Approved Social Media Administrators:** Employees or representatives of Ara involved in the public distribution of information, comment, moving or visual images through social media for promotional purposes as defined above.
- c **Personal use of social media:** This refers to personal or unofficial online activities or social media engagement in which reference might be made to Ara or information gained through an employee or representative relationship with Ara.
- d **Online interactions:** Includes all public interactions in the social media sphere, including but not limited to posting content, commenting on, sharing or endorsing other's content, or aligning with certain interest groups or communities.
- e **Content:** photographs, film, video, drawings, links, etc., regardless of the means of capturing, recording or transmitting the image.
- f **Privacy Officer:** The person designated by the Chief Executive as Ara Institute of Canterbury's Privacy Officer, as required by s23 of the Privacy Act 1993.
- g **Communications Coordinator:** This role includes social media coordination. Reporting to the Communications and Events Manager, the Communications Coordinator is responsible for creating Ara Institute of Canterbury's primary social media engagement and strategy and for creating and distributing social media resources.
- h **Facebook Page:** A public profile created by businesses or organizations seeking to communicate with an external audience and promote themselves publicly through social media. Pages are publicly visible to everyone online, including people who are not members of Facebook, and can be used to post business/organization status updates, links, events, photos and videos. They are effectively a 'mini' website.
- i **Facebook Group:** An exclusive area for people to communicate around a common topic. Groups are ideal for communicating with an internal audience. For example, staff may set up a group for their class and invite students to join to discuss and share information.

<p><b>Related Ara Procedures</b>(indicate if attached to policy or where they can be found)</p>	<p><b>Related Ara Policies</b></p> <ul style="list-style-type: none"> <li>• CPP101 Marketing</li> <li>• CPP105 Acceptable Use and Conduct for ICT Users</li> <li>• CPP109 Disclosing Personal Information about Students and Staff</li> <li>• CPP118 Sponsorship</li> <li>• CPP 121 ICT Security</li> <li>• CPP208 Resolving Staff Performance or Conduct Issues</li> <li>• CPP211 and 211a Code of Professional Practice</li> </ul>
<p><b>Related Legislation or Other Documentation</b></p> <ul style="list-style-type: none"> <li>• Official Information Act 1982</li> <li>• Local Government Official Information and Meetings Act 1987</li> <li>• Privacy Act 1993</li> <li>• Education Act 1989 Public Finance Act 1989</li> <li>• Copyright Act 1994</li> <li>• Protected Disclosures Act 2000</li> <li>• Department of Internal Affairs: '<i>Social media in Government: High Level Guidance</i>' available from: <a href="http://webstandards.govt.nz/guides/strategy-and-operations/social-media/high-level-guidance/">http://webstandards.govt.nz/guides/strategy-and-operations/social-media/high-level-guidance/</a></li> </ul>	<p><b>Good Practice Guidelines</b></p> <p>Provided to each approved Ara Social Media Administrator:</p> <ul style="list-style-type: none"> <li>• Do I Need Social Media? Factsheet (available on the Infoweb)</li> <li>• Ara Social Media Administrator application (available on the Infoweb)</li> <li>• Ara Institute of Canterbury's Social Media Toolbox (available from the Communications Manager upon successful application via <a href="mailto:communications@ara.ac.nz">communications@ara.ac.nz</a>)</li> </ul>

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	<ul style="list-style-type: none"> <li>• Brand Standards, Promotional &amp; Non Promotional Communications policy (available on the Infoweb)</li> <li>• Ara Blogging and Internet Publishing Guidelines (available on the Infoweb)</li> <li>• Ara Guidelines for the use of Social Media in Teaching and Learning (Available on the Infoweb)</li> </ul>
<b>References</b>	
<b>Notes</b>	

## 2 Principles

- 2.1 **Transparency in every social media engagement.** Every social media engagement must be authentic and transparent. Every social media presence, ultimately controlled by Ara, must identify this fact to users and must be authorised according to applicable internal protocols in order to track and monitor Ara Institute of Canterbury’s online presence.
- 2.2 **Protection of consumers’ privacy.** Ara will be conscientious regarding any Personally Identifiable Information (PII) that is collected, including how Ara collects, stores, uses, or shares that PII, all of which should be done pursuant to applicable legislation and all Ara policies, in particular *CPP105 Acceptable Use and Conduct for ICT Users*, *CPP101 Marketing and CPP109 Disclosing Personal Information about Students and Staff*.
- 2.3 **Stay within the legal framework.** Staff are expected to respect copyrights, trademarks, rights of publicity and third-party rights in the online social media space, including with regard to user-generated content (UGC). **Responsibility in use of technology.** Staff will not use or align Ara with any organisations or websites that deploy the use of excessive tracking software, adware, malware or spyware.
- 2.4 **Terms and conditions of media platforms:** All social media engagement will comply with the terms and conditions of that specified media platform.
- 2.5 **Using best practice:** Staff will apply currently recognized standards of best practice, listening to the online community, and comply with applicable regulations to ensure that these commitments remain current and reflect the most up-to-date and appropriate standards of behaviour.

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### 3 Associated procedures for Ara Corporate Policy on: Social Media

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Contents:	3.1	Process for Approval to become a Ara Social Media Administrator
	3.2	Personal use of Social Media
	3.3	Code of Conduct for Ara Users of Social Media
	3.4	Breaches of this policy

#### 3.1 Process for Approval to become a Ara Social Media Administrator

- a Ara has an official Facebook page ([www.facebook.com/AraNZ](http://www.facebook.com/AraNZ)). Staff who wish to establish and maintain a separate closed Facebook group, Facebook page or other social media for promotional use can do so on a voluntary basis with the agreement of their Line Manager and Marketing Services. Once agreed they would become a Ara 'Social Media Administrator' for the purposes of this policy.
- b Staff seeking to establish social media for the purposes of teaching and learning exclusively do not need to apply to become a Social Media Administrator. They should refer to Ara Guidelines for the use of Social Media in Teaching and Learning. Support for teaching and learning application of social media is available from the Centre for Educational Development and Learning Technologies Unit.
- c Ara aims to support Ara Institute of Canterbury's Social Media Administrators to expand their communities and engage with their audiences in a specialised way while contributing to Ara Institute of Canterbury's social media strategy, reputation and brand. To ensure Ara Social Media Administrators are utilising social media channels effectively, using best practices and maintaining professional conduct, Ara has developed an application process for Social Media Administrators as well as resource materials for their use. Ara requires all Social Media Administrators to complete this application process.
- d Ara staff seeking to become a Social Media Administrator are required in the first instance to gain the approval of their manager.
- e Ara Social Media Administrators are required to adhere to all aspects of this policy and to develop an understanding of the social media environment and specifically the need to be inclusive, consistent, warm yet professional and up to date with new developments.
- f Before applying, Ara Social Media Administrators should read Ara Institute of Canterbury's *Do I Need Social Media?* (available on the Infoweb) and *CPP122 Social Media* policy to determine if they have the resources and requirements for professional social media use.
- g Ara Social Media Administrators of public 'Facebook Pages' and other open access social media platforms may then submit a Ara Social Media Administrator application (available on the Infoweb) to [communications@ara.ac.nz](mailto:communications@ara.ac.nz).
- h When approved, Ara Social Media Administrators will be given access to Ara Institute of Canterbury's Social Media Toolbox, other resources and training as required.
- i Current users of promotional social media should identify themselves to the Communications Manager and read Ara Institute of Canterbury's *CPP122 Social Media* policy and access Ara Institute of Canterbury's Social Media Toolbox via [communications@ara.ac.nz](mailto:communications@ara.ac.nz).
- j Ara Social Media Administrators of internal 'Facebook Groups' or restricted access social media platforms used for promotional purposes are required to register with the Communications Manager Marketing Services via [communications@ara.ac.nz](mailto:communications@ara.ac.nz).

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- k All Ara Social Media Administrators of open access platforms are required to add the communications team - both the PR and Communications Advisor and the Communications Coordinator - as an administrator of social media platforms if requested. This will enable the communications team to support Ara Social Media Administrators and access social media in an emergency.
- l All Ara Social Media Administrators are asked to support Ara Institute of Canterbury's primary social media channels as well as their own specialised pages.
- m Social Media Administrators are required to apply to Marketing to link programme/area webpages to social media.
- n Ara Institute of Canterbury's communications team will continuously monitor and update a list of Ara related social media occurrences.

### **3.2 Personal use of Social Media**

Ara respects the rights of Ara employees to use social media not only as a means to further Ara Institute of Canterbury's brand but also as a form of self-expression, however there is a big difference in speaking "on behalf of Ara" and "about Ara".

### **3.3 Code of Conduct for Ara Users of Social Media**

#### **a General**

- i Social media users are required to adhere to *CPP 105 Acceptable Use and Conduct for ICT Users* and other applicable policies. All social media users, regardless of position, are subject to Ara *CPP211 Code of Professional Practice*, the Code of Conduct within this policy and the Ara Staff Profile in every public setting.
- ii Stay within the legal framework and be aware that defamation, copyright and privacy laws apply. Do not post any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order or is otherwise harmful. Refer negative comments you don't feel comfortable addressing to the Communications Manager.
- iii Always remember that participation online results in your comments being permanently available and open to being republished in other media.
- iv On social media, personal and business personas are likely to intersect. Students, colleagues, supervisors and other stakeholders may have access to the social media content which is posted. Keep this in mind when publishing information online and remember that information originally intended just for friends and family can be forwarded. Remember NEVER to disclose non-public information about Ara (including confidential information) and be aware that taking public positions on social media that are counter to the interests of Ara might cause conflict.
- v Be a "scout" for compliments and criticism. If you see positive or negative remarks about Ara (beyond your school/programme/department) that warrant a reply, please forward them to the Communications Manager.
- vi Pass on negative comments you don't feel comfortable addressing. You may come across negative or disparaging comments about Ara or its brand, or see third parties trying to spark negative conversations. Avoid reacting. Refer to the Communications Manager.

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- vii Always make sure that you are clear as to whether you are participating in an official or a personal capacity. Be aware that participating online may attract media interest in you as an individual so proceed with care regardless of what capacity you are acting in.
- viii If in any doubt take advice from your manager.

**b Personal Social Media Use**

- i If you are using social media in a personal capacity you should not identify Ara as your employer when doing so would bring Ara into disrepute.
- ii Do not post any material that can potentially tarnish Ara Institute of Canterbury's image or speak on behalf of Ara in the social media sphere. Exercise sound judgement, and common sense.
- iii Keep in mind that even social media sites restricted to your 'friends' are in effect public as you cannot control what friends do with the information.

**c Social Media Administrators**

- i Seek authorization to participate in social media on behalf of Ara. Do not disclose information, make commitments or engage in activities on behalf of Ara unless you are authorized to do so.
- ii If you are participating in social media on behalf of Ara, disclose your position as a representative of Ara unless there are exceptional circumstances, such as a potential threat to personal security. Never give out personal details like home address or phone numbers.

### **3.4 Breaches of this policy**

- a Infringement of this policy by staff may lead to suspension of access to social media or other disciplinary action which will be carried out in consultation with the appropriate Director or Department Manager or with the Chief Executive or delegate, as covered by *CPP208 Resolving Staff Performance or Conduct Issues* policy.
- b Complaints about the misuse of Ara-related social media may be made to the staff member's Director or Department Manager or the Communications Manager.
- c All Ara staff using social media must adhere in particular to Ara Institute of Canterbury
- d 's policies: *CPP105 Acceptable Use and Conduct for ICT Users, CPP101 Marketing, CPP109 Disclosing Personal Information about Students and Staff and CPP121 ICT Security.*

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