

## SOCIAL MEDIA POLICY

<b>Section</b>	Students and Global Engagement
<b>Contact</b>	Executive Director Marketing and Communications
<b>Last Review</b>	February 2023
<b>Next Review</b>	February 2025
<b>Approval</b>	SLT 20/08/116
<b>Effective Date</b>	February 2023

### Purpose:

The purpose of this policy is to provide guidance to Te Kunenga ki Pūrehuroa 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 official Massey University social media accounts are owned by the Executive Director Marketing and Communications and are managed by the Social Media Team.

The purposes of Massey University's social media accounts are to promote the 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 Team in the first instance, who will consider the request in consultation and conjunction with the Communications Manager. New accounts must be approved by the Social Media Manager and Communications Manager.

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 Marketing and Communications, Communications Manager, or the Social Media Team.

Official university accounts are required to have at least three designated administrators with access to the site (one of which can be the Social Media Team). These must be provided to the Social Media Team for administrative purposes. If one of the administrators leaves their role or the university, the account password must be changed, and an alternative 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. They must update the Social Media Team with any changes for administrative purposes. If an official university social media account remains dormant for more than three months, the Executive Director Marketing and Communications 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** mean the website supplying the social media service including, but not limited to, Facebook, Twitter, LinkedIn, Instagram, Snapchat, TikTok, Threads and YouTube.

## Audience:

This policy applies to all Massey University staff and students.

## Relevant legislation:

- Education and Training Act 2020
- 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:

Prepared by: Executive Director Marketing and Communications

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