

MEDIA AND SOCIAL MEDIA PROCEDURE

SCOPE

This procedure applies to all Monash University staff, students and associates.

For the purpose of this procedure, references to 'the University' includes activity at Monash University Australia, Monash University Malaysia, Monash University Indonesia, Monash Suzhou, the Monash University Prato Centre and World Mosquito Program Ltd (and its subsidiaries), unless indicated otherwise.

PROCEDURE STATEMENT

This procedure outlines the University's approach to using, interacting and engaging with media and social media, and the related responsibilities for staff, students and associates. The procedure also provides detail of the standards and requirements for filming on University premises.

1. Media and the University

- 1.1. University Marketing, Admissions and Communications (UMAC) oversees all official media and social media on behalf of the University. This includes proactive media, reactive media, issues and crisis management.
- 1.2. Any statement made on behalf of the University, or could reasonably be interpreted as such, may only be made by an official spokesperson, as identified in clauses 3.6 and 3.7 of the [Media and Social Media Policy](#).
- 1.2.1 Examples of statements made on behalf of the University, which may only be made by an official spokesperson, may include (but are not limited to):

Examples taken from official University media releases and University social channel posts.

- Monash University welcomes the Victorian Government's proposal to allow up to 120 people per week, including international students, into the state from overseas nations using a separate hotel quarantine system.
- Monash University is deeply saddened by the COVID-19 crisis unfolding in India, and in other parts of the world including Malaysia, the Philippines and South America, where cases are surging.
- "We at Monash are incredibly proud to join the UN Australia and business and industry leaders for this forum to educate and empower people from across the region to take action," Monash University's Vice-Chancellor said.
- As announced on 17 March 2021, the University has voluntarily decided to refund historical parking fines to eligible claimants.

- 1.3. Organisational units of the University may make statements directly related to the research and/or educational activity of that unit. For statements outside the scope of research and/or education activity, prior approval must be provided by UMAC via media@monash.edu or +61 3 9903 4840 (24 hours).
- 1.3.1 Examples of statements relating to research or education activity within an organisational unit of the University, which may be made by a staff member within their area(s) of academic disciplinary expertise or professional expertise, may include (but are not limited to):

Examples taken from Faculty news articles, thought leadership articles published by researchers on Lens, and Faculty social channel posts.

- A Monash Centre for Consciousness and Contemplative Studies Professor will lead the research stream, and said: "We are excited about this unique opportunity to apply philosophical and scientific rigour to provide profound answers about the very essence of consciousness and contemplation."

- “Meditation is not an investigative method leading to new discoveries about the mind. The Buddhist approach is premised on the idea that meditative practice serves to turn principles like impermanence, no-self, that are proven through scriptural study and rational inquiry into objects of experience”, says a lead researcher from the Faculty of Arts.
- Happy International Nurses Day to all of our amazing nurses and student nurses. Today (and every day) we [the Faculty] acknowledge the invaluable role you play in a patient's recovery journey.

- 1.4. Staff acting as official spokespeople representing the University must conduct themselves in accordance with the [Media and Social Media Policy](#) and must disclose themselves as staff members of the University.

2. University Media & Social Media Channels

- 2.1. UMAC manages and routinely monitors approved institutional-level social media channels on behalf of the University.
- 2.2. Any social media channel that intends to represent the University, for example, social media channels representing an organisational unit of the University such as a Faculty, School, Institute, Centre, Laboratory etc, must be approved and registered by UMAC. UMAC will only approve accounts that:
- reach a specific audience not captured by existing University-affiliated accounts;
 - demonstrate a strategy for regular maintenance and achievement of business goals;
 - have appropriate community and channel monitoring in place;
 - have the sufficient resources to support the channel; and,
 - have an indicative content plan for the coming 12 months.
- 2.3. Information on establishing a new social channel can be found in UMAC's Digital [Toolkit](#).
- 2.4. Enquiries about using University branding on social media and/or media channels, or affiliating social media channels with the University, should be directed to UMAC at socialmedia@monash.edu.

3. University Use of Media and Social Media

- 3.1. When using media and social media:
- 3.1.1 In an official University or professional capacity, staff must comply with the [Media and Social Media Policy](#), [Behaviours in the Workplace Procedure](#) and [Staff/Student Personal Relationships Procedure](#); and/or
- 3.1.2 In the capacity as students of the University, students must comply with the [Media and Social Media Policy](#), [Student General Conduct Policy](#) and the [Student Charter](#).

Acceptable Use

- 3.2. Examples of acceptable use of media and social media include:
- promoting University research;
 - day-to-day operational communications to staff, students, prospective students and peers;
 - enhancing student learning experiences;
 - providing expert comment;
 - amplifying University events; and,
 - listening to, and/or monitoring, conversations on topics relevant to the University.

Unacceptable Use

- 3.3. Examples of unacceptable use of media and social media include:
- presenting yourself as a spokesperson for the University without approval (refer to clauses 3.6 and 3.7 of the [Media and Social Media Policy](#));
 - publishing identifying information about an individual without their consent, such as their residential address;
 - sharing copyright material without attribution or permission from the copyright owner;
 - using the University's logo, crest or other identifying brand artefact as the profile picture for a page or group without permission;
 - sharing confidential University information, including personal or commercially-sensitive information, or information under embargo without permission or consent; and

- encouraging criminal behaviour.

Video and Images on Social Media:

- 3.4. Privacy laws require that consent may need to be obtained prior to using the still or moving image of a person, where that person is named or could be reasonably identified.
- 3.5. Staff and students must take particular care with images of particular groups such as children, Indigenous persons, patients or research subjects, noting that additional requirements apply to the use of these images. When using known images or videos of Indigenous people, staff and students should include the following disclaimer: *'Aboriginal and Torres Strait Islander viewers are advised that the following [images/program/video/publication] may contain images and/or voices of people who are deceased'*.

Messaging Platforms

- 3.6. Social media messaging apps (for example, WhatsApp, WeChat and Facebook Messenger) are permitted for professional and promotional communication purposes. Users must follow platform terms and conditions, and all communications via social media messaging apps must comply with the [Media and Social Media Policy](#) and this Procedure.

4. Expert Comment and Academic Freedom

- 4.1. Academic staff are encouraged to speak to the media and be active on social media, recognising the responsibility of University staff to conduct excellent research and the obligation to communicate results of that research to the wider community.
- 4.2. Staff may be required to provide expert testimony relating to their field(s) of expertise in court or tribunal proceedings. Staff should make the UMAC Media Team aware of any requests for expert comment in legal proceedings via media@monash.edu or +61 3 9903 4840 (24 hours).

5. University Media Support

- 5.1. The University has a dedicated Media Team within UMAC that provides proactive and reactive media support. This includes:
 - Developing media releases in consultation with academic staff, faculties, Schools and Institutes;
 - Pitching stories to appropriate media;
 - Managing media requests for interviews;
 - Releasing media releases to appropriate organisations through platforms, including AAP Medianet, AusUMAC, EurekAlert and others;
 - Reporting on media outcomes and trends;
 - Reputation and issues management; and
 - Pre-interview coaching, media and social media training (Channelling Your Voice training), which can be registered for via [myDevelopment](#).
- 5.2. Official University media releases are only to be issued via the UMAC Media Team. Faculty, School, Institute or academic staff members at any Monash location seeking approval and distribution of an official University media release, must submit the draft to the UMAC Media Team at media@monash.edu or +61 3 9903 4840 (24 hours). Media engagement and liaison will be managed by the UMAC Media Team, in consultation with the business area.
- 5.3. Engagement of external media, PR agencies or media contractors can only occur with the prior approval of the Chief Marketing Officer (CMO). All approved agencies are required to work collaboratively with the UMAC Media Team and are not authorised to distribute or pitch PR materials to the media on behalf of the University without prior approval.

6. Issues Management

- 6.1. During a declared crisis or emergency at any location, all official University communications with the media must be in liaison with the CMO or delegate.
- 6.2. All day-to-day, issue-related media matters (anything that has the potential to impact the University's reputation) made on behalf of the University must be directed to the CMO or delegate. All reactive or proactive communications will be prepared in consultation with University senior management and other key stakeholders to ensure consistency of messaging, timeliness of communication and effective issues management.

Managing and Reporting Issues

- 6.3. Concerns about the behaviour of staff and students on social media must be referred to UMAC at socialmedia@monash.edu for investigation. In addition to notifying UMAC, concerns can also be directed to:
 - Manager, Respectful and Ethical Conduct (ethical.conduct.queries@monash.edu or +61 3 9902 4945); and

- Safer Community Unit (safercommunity@monash.edu or +61 3 990 51599).

6.4. Social media use on University ICT networks and devices may be monitored by the University in accordance with the [Information Technology Acceptable Use Procedure](#).

7. Interviews and photography on campus

7.1. The following standards and requirements for filming on University premises are applicable across all University locations.

Permission to film or photograph – media

- 7.2. Media filming or photography at University premises in any location is to be managed through the UMAC Media Team, in consultation with local Campus Security, or equivalent. This ensures any issues that may arise through the attendance of media on campus can be managed appropriately by the UMAC Media Team, and any threat to safety or reputation can be effectively mitigated by Campus Security.
- 7.3. Representatives from media organisations including journalists, photographers and camera crews wishing to film on University premises should contact the UMAC Media Team at media@monash.edu or +61 3 9903 4840 (24 hours) to discuss filming arrangements prior to attendance.

Permission to film or photograph – University staff or student requests, non-media, commercial or private requests

- 7.4. Notification of staff/student filming or photography on University premises is not required for private use, student projects, or when acting in a professional capacity, unless this activity has the potential to disrupt University operations, requires access to controlled areas, or requires setup of professional equipment. In these circumstances, requests should be made to the relevant contact point outlined in clause 7.5 below.
- 7.5. All non-media commercial or private requests, and any requests outlined in clause 7.4 which require notification, should be made via the below contact points:
- Monash University Australia requests should be made to the [Monash University Venues Office](#) at venueservices@monash.edu or +61 3 9905 3101. All filming requests must be accompanied by a completed [Location Agreement](#).
 - Monash University Malaysia: requests should be made via www.monash.edu.my/filming-on-campus.
 - Monash University Indonesia: mi-enquiries@monash.edu
 - Monash University Prato Centre: requests should be made via info@monash.it or +39 0574 43691.
 - Monash Suzhou: requests should be made to suzhou@monash.edu or +86 512 6299 7902 / +86 512 6299 8594.
- 7.6. Promotional use of content (including filming, photography or written) utilising or depicting University premises and/or buildings for use by external parties must be approved in advance. This includes, but is not limited to, content produced for award submissions and the management of any building launches. Requests should be directed to media@monash.edu or phone +61 3 9903 4840 (24 hours) for approval.

Filming the Monash name and Logo

- 7.7. Users of University premises must not couple the name of the University with any promotional sales or advertising without the express permission of the CMO in writing, other than naming the venue of the activity. Proposed advertising material should be directed to brandreview@monash.edu for review and approval, prior to printing or digital distribution.

Filming people – image consent

- 7.8. The [Digital Talent Release Form](#) should be completed by anyone who consents to the University using their still or moving images and or identifiable information such as their name.

Drone footage

- 7.9. All requests for drone footage of the University must be approved by Monash OH&S in compliance with the [Drone Safety Management Procedure](#). Drone users are required to register all proposed flights via the online [Drone flight proposal eForm](#) and licensed pilots must conduct operations in accordance with the [Monash University General Operating Conditions](#) (GOCs).

8. Breach of Procedure

- 8.1. The University treats any breach of its policies, procedures and schedules seriously; it encourages reporting of concerns about non-compliance, and manages compliance in accordance with the applicable Enterprise Agreement, relevant instrument of

appointment and/or applicable contract terms. A failure to comply with this procedure may result in action by the University. Such action may include disciplinary and other action up to and including potential termination of employment for employees, or the cessation of engagements with the University for other persons.

DEFINITIONS

Academic staff	For the purpose of this procedure, 'academic staff' are all those employed or engaged by the University to teach and/or carry out research, including under supervision, regardless of the basis on which they are employed and extends to those who provide, whether on an honorary or adjunct basis or otherwise, education services and/or conduct research at the University.
Associates	For the purposes of this procedure, 'associates' are defined as consultants, affiliates and adjunct appointees.
Content plan	A content plan provides a strategic outline for publishing content across channels. This includes the timing of content/posts, an approach for content development, clear documentation of content that will and will not be shared on the channel, a plan for creating or amplifying content year-round, a framework for monitoring content that corresponds with the University's community management strategy, and a procedure for providing administrative rights to others as required.
Media	Any organisation that publishes material for consumption by the general public or specific interest groups, including print, radio, television and online. Media organisations include those that are publicly and privately owned, run by volunteer organisations, including students, and have an international, national or local focus.
Official University capacity	For the purposes of this policy, 'official University capacity' is considered to be formal authorised activity formally authorised by the relevant delegated authority of the University made for and/or on behalf of the University.
Proactive and reactive media	Any story or publicity that has been generated by the University's Media Team. Reactive media is defined as any request by a media organisation for a University comment on a story or issue.
Professional capacity	For the purposes of this procedure, 'professional capacity' for staff is considered to be academic or professional work with, for and/or on behalf of the University.
Social media	Social media is defined as the group of digital communications channels dedicated to community-based input, interaction, content-sharing and collaboration, including, but not limited to: <ul style="list-style-type: none"> ● Facebook, Twitter and Instagram; ● LinkedIn, YouTube, Snapchat and Line; ● Weibo and WeChat; and ● Forums, such as Reddit and blogs.
University premises	University premises include external areas and locations, landscapes, public spaces, and assets, and internal buildings, laboratories and other private areas.
University social media channel	University social media channels are defined as the University's official, active accounts on any social media platform, including Facebook, Twitter, LinkedIn, Instagram, WeChat, Weibo, and YouTube. Social media is dynamic and fast changing and these platforms may change over time.

GOVERNANCE

Parent policy	Media and Social Media Policy
Supporting schedules	N/A
Associated procedures	Behaviours in the Workplace Procedure Crisis Management Procedures Data Protection and Privacy Procedure Drone Safety Management Procedure

	Staff/Student Personal Relationships Procedure
Related legislation	N/A
Category	Operational
Approval	Chief Operating Officer 30 June 2021
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Procedure owner	Chief Marketing Officer
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Version	1.2 (<i>Administrative amendment effective 9 July 2022</i>)
Content enquiries	contact-umac@monash.edu