



# Wesley College

## SOCIAL MEDIA POLICY

### (Officers, Staff and Volunteers)

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## Background

The advent of Social Media allows the staff, Councillors, Committee members and other volunteers of Wesley College (hereafter referred to as “staff and volunteers”) to disseminate information at levels of unrivalled scale and ease. Social Media can potentially greatly enrich the College experience, serving as a means of communication and promotion.

However, it is important that the staff and volunteers of the College use Social Media in a responsible manner and in a way that does not threaten the wellbeing, reputation or privacy of individuals or the reputation of the College or The University of Sydney.

## Policy Objectives

The objectives of this Policy are:

1. To ensure that staff and volunteers use Social Media in a manner consistent with the laws, regulations, policies, values and ethos of the College;
2. To foster Social Media as a medium which, if used appropriately, can be of great benefit to the College and the Foundation; and
3. To prevent the publication and dissemination of material which may be damaging to an individual, the College, or the University of Sydney.

## Definitions

Social Media is defined as any internet-based application which allows the creation and exchange of user-generated content. Social Media includes, but is not restricted to, Facebook, MySpace, Twitter, YouTube, Flickr, blogs and personal web sites.

Content is defined as including, but not restricted to, photos, videos and text.

## Principles

The following principles will apply:

1. All content published via Social Media should be assumed to be public and able to be permanently disseminated.
2. All content published by staff or volunteers should be based on the exercise of good judgement and seek only to benefit the College, the Foundation and our community. In particular, staff and volunteers should not publish or endorse content that:
  - a. is confidential to the College, unlawful, inaccurate or in breach of intellectual property;

- b. is derogatory, discriminatory, harassing or defamatory to any individual, the College, The University of Sydney, or to the public at large;
  - c. is lewd or indecent;
  - d. is anything that the Council or Master of the College directs should not be published; or
  - e. otherwise may bring the College or The University of Sydney into disrepute.
3. The creation of any Social Media site or account ostensibly for or on behalf of the College (including, for example the creation of a site to publicise a decade reunion or to celebrate a sporting achievement) for the College or the Foundation requires the prior approval of the Master of the College.
4. If a staff member or volunteer feels that there exists any content published via Social Media contrary to this Policy, the staff member or volunteer should contact the submitter and request that the content be removed immediately. The submitter should comply with this request as soon as practicable, if not immediately.
5. Complaints regarding content contrary to the Policy may be made to the Master or Vice Master of the College. A complaint involving the Master or Vice Master may be made to the Chair of Council.
6. In respect to staff, the publishing of content contrary to this Policy, and/or failure to remove content contrary to this Policy, including where a request for removal has been made but not enacted, will be dealt with by the College in accordance with employment requirements and processes.
7. In respect to Councillors, Committee members or other volunteers, the publishing of content contrary to this Policy, and/or failure to remove content contrary to this Policy, including where a request for removal has been made but not enacted, will be dealt with by the College Council as it sees fit.

## **Policy Review**

This Policy is to be reviewed every two years by the Wesley College Council (next review August 2016).