



G6 Duchesne College Social Media Policy

VISION AND VALUES OF DUCHESNE COLLEGE

Vision

Inspiring personal formation within an inclusive community and an atmosphere of wise freedom.

Values

We seek: “Strength in the Light of Truth”, as expressed in our motto: *“Robur in Luce Veritatis”*.

- We respect each individual within our community
- We embrace diversity and inclusivity
- We aim for the highest standards in all our undertakings
- We value and promote charity and service
- We are committed to our Vision

INTRODUCTION AND PURPOSE

This policy provides our College community with a set of standards of behaviour for the use of social media that are consistent with the College’s expectations and values, and protect the reputation of the College, our residents, associate members, alumnae and staff as well as the broader residential college and university community.

Social media refers to, but is not limited to, platforms such as: blogs; micro-blogs (e.g. Twitter), wikis, social media, social networks and networking sites (e.g. Facebook, LinkedIn), social bookmarking services, user rating services (media sites), fan communities, forums, photo sharing (e.g. Instagram, Snapchat) and video sharing (e.g. Vimeo, Vine, YouTube)

This policy applies to all students and staff of Duchesne College.

Key Principles

The following principles apply to staff and students re social media use;

- Staff and students are not authorised to provide comments and views on behalf of the College on any media platform.
- The College’s name and or branding/crest must not be used in association with any personal accounts or comments on social media sites without the written permission of the Head of College. The

exception is when listing Duchesne College on a LinkedIn profile. LinkedIn automatically populates the College's crest.

- Students are not authorised to establish social media accounts or pages in the College's name, head or contribute comments or material as a representative of the College, without the written permission of the Head of College.
- The College does not endorse any recordings (audio or visual) on social media sites that have not received written permission from the Head of College or their delegate. Any approved postings of images/ recordings must have the permission of the persons/images in those images/recordings.
- Students must ensure their personal online activities do not impact or potentially impact the College's reputation, or the reputations of any member of the College community, university or general public. This includes ensuring that any image and/or recordings of students in identifiable Duchesne College merchandise upholds the values of the College and the Student Code of Conduct.
- When using personal accounts to comment, students must ensure views are solely their own, and they must not associate themselves of their views with the college.
- Students should always take proactive measures to protect their confidential information and any other information about themselves. Students must not disclose information about the College or other members of the College community that is not publicly available.
- When using the College's computers and internet, students must be judicious in the items that they send and forward. Material such as spam, jokes, chain letter email forwards are the oldest form of internet based social media, and these are not appropriate content to associate with the College. Snapchat and other means by which social videos can be taken and shared online are also examples of inappropriate use of social media.
- A student's online presence should always be respectful and considerate of the rights and confidentiality of others.
- Students should speak respectfully about the College, prospective, current and former students, staff and families and other institutions (e.g. colleges, universities)
- Students must not intimidate, abuse, gossip, threaten, harass, or engage in behaviour that will impact others, reflect negatively on themselves, others or the Colleges' reputation.
- Students must not act unlawfully when using social media e.g. breaching copyright, impersonate or falsely represent another person.
- The use of copyright materials, unfounded or derogatory statements or misrepresentation can result in disciplinary action and those involved may be subject to investigation, including potentially criminal investigation.
- Student must always honour the privacy rights of current staff, students and the public,

Should a student contravene this policy and thereby harass, harm or otherwise negatively impact the wellbeing of another student, person or entity, or shame the reputation of the College, that student will have their College residency or associate membership cancelled.

Official Social Media Accounts

Duchesne College has an extensive network of alumnae, donors and other community members who expect the reputation of the College to be upheld. The College has three official social media accounts (Facebook, Instagram, LinkedIn) which are;

- Identified by the college's name, Duchesne College and the college's official logo
- Operated only by the Director of Advancement
- Used only for communication of promotional and informative material designed to enhance the College's reputation and promote its' services.

Duchesne College provides access for the Student Communications Officer to post on the College Instagram account so that events can be promoted in a timely manner. The Student Communications Officer must consider the reputation of the college with each post and must not comment or post material that;

- may cause damage to the Colleges' reputation,
- may be considered inappropriate or offensive, and
- contains confidential or commercially sensitive information about the College, students or staff

The Colleges reserves the right to remove, amend or to seek removal/amendment of any post that does not accord with its values, policies and procedures.

The College operates in a collegiate community within a university environment and is subject to public scrutiny. The Communications Officer must adhere to the following when posting on social media;

- Demonstrate the values and expectations of being part of the Duchesne College community
- Consider intellectual balance.
- Proofread posts before sharing to ensure spelling and grammar are accurate
- Ensure that students photographed are wearing the correct Duchesne College merchandise
- Don't post any images that show students or staff in any compromising position such as being intoxicated, undertaking activities or displaying behaviour that they may regret in the future or which they would consider an invasion of their privacy.
- Act responsibly and ethically when participating in online chats.
- Credit any sources appropriately.
- Seek support from the Head of College or the Director of Advancement if unsure about how to handle any online activity that concerns you.

Should the Student Communication Officer's social media activity not be in alignment with Duchesne College's values, policies and or code of conduct, they may be subject to disciplinary action. Serious breaches may lead to termination of their position or residency.

This Policy does not apply to:

- the use of Social Media by a member of the Duchesne College Community where there is no identifiable connection with the College, its Staff, Students or Affiliates; or
- communications which are made in a private and personal capacity, unrelated to Duchesne College business, affiliations or activities, and which do not use Duchesne College's infrastructure.

Only the Chair of the College Council, the Head of College or their delegate may comment publicly on behalf of Duchesne College. Any other staff comments to the media about Duchesne College are considered to be offering personal opinions, not opinions endorsed by the College.

DISSEMINATION OF POLICY

The College will ensure that this policy is disseminated to residents, associate members, staff, the College Council, and other key stakeholders via;

- Publication on the College's website;
- Informing prospective residents, associate members, parents/guardians, as part of their induction to Duchesne College;

- Informing new residents and associate members about the Policy during O Week and at other student information sessions;
- Remind student leaders of their obligations under this policy during P Week;
- Obtain written acknowledgement and acceptance of this policy annually from all students as part of their acceptance of the Student Code of Conduct.
- Obtain written acknowledgement and acceptance of this policy by all staff members as part of their acceptance of their conditions of employment.

RELATED LEGISLATION AND DOCUMENTS

Related Duchesne College Policy Documents	Privacy Policy
Other (Reference documents and forms)	Duchesne College Brand Identity and Style Guide

FEEDBACK

College staff, residents, associate members, and parents/guardians may provide feedback or inquiries about this policy by emailing: manager@duchesne.uq.edu.au

APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Policy Approval Authority	Head of College
Last Updated	15 February 2020
Review Date	1 December 2021
Policy Administrator	Director of Advancement