

# Social Media Policy

*Approved by Grace College Council—11 March 2019*



(Incorporated under The Religious, Educational & Charitable Institutions Act  
1861-1967)

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## 1. Purpose and Objectives

The purpose of the Social Media Policy is to outline the rights and responsibilities of all individuals who perform work for and with and reside at Grace College to ensure a safe, flexible and respectful environment free from all forms of inappropriate conduct, especially when using social media.

Grace College is committed to providing a living, studying and working environment that is free from inappropriate conduct (including unlawful Discrimination, Bullying and Sexual Harassment), and where all Grace College Community Members are treated with dignity, courtesy and respect.

Grace College is committed to preventing inappropriate conduct as part of providing a safe and healthy work and living environment.

This policy is designed to be read in conjunction with other policies of Grace College including:

- Management of Inappropriate Conduct Policy;
- Sexual Misconduct Policy;
- Grievance Policy;
- Emergency and Critical Incident Management Plan; and
- Privacy Policy.

Where there is a conflict between this policy and with any applicable Australian law, to the extent of any inconsistency, the applicable Australian law will apply instead of this policy.

## 2. Application

This policy applies to:

1. all Grace College employees and contractors and consultants who are working for Grace College;
2. all persons associated with Grace College including Council members, employees, residents, contractors, voluntary workers and visitors; and
3. other aspects of Grace College including, the activities of residents of Grace College participating in the Grace College Student Club, whether located on the physical site of Grace College or elsewhere; associated directly or indirectly with Grace College activities; and/or part of a cooperative venture with other parties (e.g. Inter-College Council Inc. or another College).

This policy applies at all times while employees, contractors or consultants are associated with the College and/or dealing with any Grace College Community Members. However, the terms of this policy do not form part of an employee's contract of employment.

This policy may be varied by Grace College at its sole discretion from time to time.

Wherever the term “**Grace College Community Members**” is used throughout this policy, it refers to all persons associated with Grace College and the Grace College site including employees, residents, contractors, voluntary workers and visitors.

Wherever the term “**Grace College Community Leaders**” is used throughout this policy, it refers to employees and voluntary workers who function as Wardens in the case of emergencies and other critical incidents.

Wherever the term “**Grace College Managers and Supervisors**” is used throughout this policy, it refers specifically to employees who function as supervisors of individual or teams of **Grace College Community Members**.

Wherever the term “**Grace College Equity Officers**” is used throughout this policy, this refers to the following positions at Grace College:

**Principal** - currently Anita Monro                      3842 4002    0409 273 059

**Deputy Principal** - currently Roxana Paterson                      3842 4196    0438 136 763

including anyone designated as acting in those positions; or, when the matter relates to the Equity Officers, the Chairperson of the College Council (currently Jocelyn Manique 0457 777 381 or chairperson@grace.uq.edu.au).

### 3. Availability

This policy is available on the IT Network in S:/Grace College Operations Manual. This directory is accessible by all Section Managers with computer access. Printed versions of the *Grace College Operations Manual* (GCOM) are also available in:

- the Principal’s Office in Administration;
- the General Administration Office;
- the Head Chef’s Office in the Kitchen;
- the Facilities Manager’s Office in the Workshop;
- in the suite of the Senior Resident Assistant; and
- on each floor of the accommodation buildings near the First Aid Kit.

A copy of the GCOM is provided to the Grace College Student Club Executive through their President. This copy will be kept with the records of the Student Club Executive and passed on to subsequent Executives.

This policy is also published on the Grace College website ([www.grace.uq.edu.au](http://www.grace.uq.edu.au)).

## 4. Definitions

### 4.1 Social Media

The term “**social media**” refers broadly to any online media that allows for user participation, interaction or publishing, i.e. websites and applications that allow users to create and share content and to participate in social networking. A list of examples of a variety of social media is included in Appendix 1 which is updated as required by College Administration.

The term “**post**” refers to any discrete piece of shared or created content on any form of social media such as a post on Facebook, an article in Wikipedia, a tweet on Twitter or a message on Messenger.

### 4.2 Verbs

The following verbs are used throughout this policy to indicate different degrees of compliance required:

“**Must**” or “**will**” means the action is required, i.e. it is mandatory;

“**Should**” means the action is strongly advised although there may be valid reasons for varying from that action in particular circumstances. Any intended variation should be considered carefully and the justification for it made before it is taken.

“**Is recommended**” means the action is encouraged but optional. Attention to context is required to determine whether the action is required or desired.

“**May**” means the action is completely optional. It is a suggestion, albeit a considered one.

### 4.3 Types of Communications

Social media may be used for the following types of communications by the College and/or Grace College Community Members:

“**Official**” use refers to posts made by employees through the College’s branded social media accounts as public and/or semi-public communications.

“**Professional**” use refers to posts made by Grace College Community Members acting in a professional capacity as an experienced person in their field, but not officially representing the College. This type of use particularly applies to employees of the College.

“**Community Development**” use refers to posts made to provide information and/or to network with a view to fostering, developing and/or participating in the College community as a whole or in its various constituent parts. For the purposes of this policy, social media use by the Grace College Student Club is included under this type of communication.

“**Emergency**” use refers to posts made to provide information on whereabouts and safety of Grace College Community Members to Grace College Community Leaders during an emergency event.

“**Private**” use refers to posts made as a private individual outside the context of the College community in any way and without any identification with the College being invoked.

## 5. Policy Statement

Grace College recognises that:

- social media is an important contemporary tool for personal, social, communal and professional communication;
- the boundaries between personal and professional life may be blurred on social media;
- social media use has significant implications for personal, professional and organizational reputation;
- while social media forms are constantly evolving and emerging, the same standards of responsible and appropriate conduct apply for its use as for any other tools of communication including face-to-face.

Grace College embraces the use of social media for:

- the promotion, development and delivery of services;
- social and professional networking; and
- communication of community notices and non-sensitive information.

Grace College advises caution in the use of social media for communicating:

- difficult and/or sensitive information;
- private and confidential messages; and
- matters that require dialogue on controversial issues.

Formal, confidential, sensitive and/or personal electronic communications will normally be made via email and/or corporate networking tools with limited access such as Sharepoint.

Matters that require dialogue on controversial issues or involve the discussion of difficult or sensitive material will normally be conducted face-to-face wherever possible; and/or by telephone or video call where it is not possible to meet face-to-face.

All social media users are advised to treat all posts as public; and not to rely on any social media site’s security settings to ensure privacy. All social media users should be aware that employers and other persons and organisations may make assessments of individuals using social media feeds.

Grace College cannot be held responsible for non-receipt or untimely receipt of an important communication sent by a social media application that is ephemeral (i.e. time-limited) e.g. Snapchat, and/or requires constant monitoring, e.g. Facebook Messaging.

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All Grace College Community Members need to use good judgement about what material is posted online, in what context posts are made, and expectations of when and how social media messages may be received by others.

All social media use by all Grace College Community Members must:

- uphold the College vocation statement, values, policies and codes of conduct;
- be in accordance with relevant legislation and/or regulation;
- not be discriminatory, harassing, bullying, vilifying, victimizing or abusive in any way;
- not bring the College into disrepute;
- not disclose proprietary information without appropriate authorization; and
- cite or otherwise acknowledge content sources where known.

Social media of any kind is not an appropriate forum for making and/or resolving a grievance or complaint. All grievances must be notified according to the College's Grievance Policy.

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

## **6. Procedures**

In addition to adherence to the policy as outlined above, the following procedures apply in relation to the use of social media by Grace College Community Members.

### **6.1 Official Use**

The College's official branded social media accounts will be:

- identified by the College's name, i.e. "Grace College", and/or official logo, and/or official branding livery (refer to the College's Branding Guidelines);
- operated only by approved employees, contractors or volunteers of the College under the oversight of the Community Relations Coordinator, Deputy Principal and/or the Principal; and
- used only for communication of promotional and informative material designed to protect and enhance the reputation of the College and promote its services.

Social media accounts which are not official accounts of the College will not give any indication that they are such, i.e. only official Grace College social media accounts will use the name "Grace College" in that form and the official Grace College logo.

The Grace College Student Club is a separately incorporated organisation. Student Club social media accounts are not official accounts of the College. Student Club accounts must be clearly identified as belonging to the Student Club using the full term “Grace College Student Club” or an abbreviated variation which does not give the impression of being an account of the College, e.g. “GC Student Club” or “GCSC”. Student Club social media accounts will not use the official logo or the branding livery of the College.

The Grace College Alumnae social media accounts will be operated as official accounts of the College until such time as a separately incorporated Alumnae Association may be formed.

## **6.2 Professional Use**

Where the professional use of social media may be confused with official communications, the Grace College Community Member concerned must provide a disclaimer making it explicit that those communications do not necessarily represent the views of the College and are not official communications of the College.

Grace College Community Members making professional use of social media:

- may identify their role and position within the College;
- must not disclose proprietary information related to the College except where authorised to do so by the Principal and/or the College Council;
- must not comment in depth on the activities of the College apart from providing factual information that is publically available unless they have the authority of the Principal or the College Council; and
- must not use the official Grace College logo or branding livery.

## **6.3 Community Development Use**

Wherever possible social media accounts used for internal community development purposes must be open to the relevant group members only, e.g. Student Club, Floor Group, Sports Team, Cultural Activity, Alumnae Association, and closed to all other persons or organisations with the exception of College Administration staff who may be required to monitor such groups on a permanent, regular, semi-regular or ad hoc basis.

Social media accounts used for community development purposes only will not use the name “Grace College”, the official College logo or branding livery. They may use the initials “GC”, e.g. “GC Fletcher 2”. When the account is related to the Grace College Student Club, the initials “GCSC” should be used, e.g. “GCSC Executive”.

At the end of each Academic Year, the ongoing use of any social media accounts related to community development should be assessed. Accounts no longer in use or not likely to be used in the next 12 months should be removed. The primary moderator of each such account must take responsibility for this audit process. To enable this audit process to happen



effectively, wherever possible a member of the College Administration staff should be included as an administrator of the group.

When such groups morph into an ongoing group for alumnae/friends, all association with Grace College including the initials “GC” must be removed.

#### **6.4 Emergency Use**

Social media accounts that are open to current residents only may be used for internal communications in case of emergency, e.g. instigation of a lockdown procedure.

Public and/or open social media accounts must not be used for this purpose to avoid information being made available that might immediately compromise the safety of the Grace College Community Members and/or the College site.

#### **6.5 Private Use**

While private use of social media is the prerogative of each person, for legal, ethical and reputational reasons, all Grace College Community Members must comply with this policy in their use of social media at all times.

Work email addresses must not be used to register private social media accounts.

### **7. Inappropriate Use of Social Media**

Grace College does not tolerate inappropriate conduct of any kind. Allegations of inappropriate conduct will be treated seriously and (where appropriate) investigated.

Breaches of this policy may be treated as a disciplinary matter and Grace College employees (including managers) and other Grace College Community Members found to have engaged in inappropriate conduct under this policy may be subject to disciplinary action (for example counselled or formally warned). Serious or repeated breaches of Grace College policy may lead to termination of employment or residency as the case may be (with or without notice).

Inappropriate use of social media may include, but is not limited to, accessing, downloading or transmitting:

- discriminatory, defamatory, abusive or otherwise objectionable content;
- sexually explicit or graphically violent content;
- any content deemed to be illegal by state or Commonwealth law; and
- personal and/or sensitive information outside the parameters of the Grace College Privacy Policy.

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All Grace College Community Members are entitled to:

- a work and living environment free from inappropriate conduct; and
- the right to raise issues or to make an enquiry or complaint in a reasonable and respectful manner without being victimised.

All Grace College Community Members (including employees) must:

- follow the standards of conduct under this policy;
- offer support to people who are subject to inappropriate conduct and not be bystanders;
- avoid gossip and respect the confidentiality of the complaint resolution procedures under this policy; and
- treat everyone with dignity, courtesy and respect.

In addition to the above, Grace College Managers and Supervisors must:

- model appropriate standards of behaviour;
- take steps to educate and make employees aware of their obligations under this policy;
- intervene quickly and appropriately where they become aware of inappropriate conduct;
- report any observed instances of inappropriate conduct under this policy;
- act fairly to resolve issues and enforce workplace behavioural standards;
- refer complaints about breaches of this policy to the Grace College Equity Officers; and
- ensure Grace College Community Members who raise an issue or make a complaint are not victimised.

Individuals may be personally liable for acts of Discrimination, Bullying and/or Sexual Harassment. Grace College can (in certain circumstances) also be held to be vicariously liable for actions of its employees.

## **8. Resolving issues and making complaints**

Grace College Community Members, who believe they have been Discriminated against, Bullied, Sexually Harassed or Victimised, can raise the matter under the Grievance Policy. To report inappropriate conduct behaviour, contact the Grace College Equity Officers (details below).

Grace College Community Members, who believe they (or someone else) have been subject to Sexual Misconduct, can also raise these matters under the Sexual Misconduct Policy.

Persons who do not feel safe or confident to take such action may seek information from a Grace College Manager or Supervisor, Resident Assistant or the Grace College Equity Officers (details below).

If the concerns relate to Grace College Equity Officers, the complaint may be made in writing to the Chairperson of the College Council at [chairperson@grace.uq.edu.au](mailto:chairperson@grace.uq.edu.au). Complaints of discrimination or harassment must be lodged with either the Grace College Equity Officers or Chairperson of the College Council.

All reports of inappropriate behaviour are treated seriously.

Grace College will refer matters of a criminal nature to the police as appropriate.

## 9. Other relevant policies

Grace College Community Members, especially managers, supervisors and Resident Assistants, are encouraged to read this policy in conjunction with other relevant Grace College policies, including, both not limited to:

- Management of Inappropriate Conduct Policy;
- Sexual Misconduct Policy;
- Grievance Policy;
- Emergency and Critical Incident Management Plan; and
- Privacy Policy.

## 10. More information and support

If you have a query about this policy or need more information please contact Grace College Equity Officers:

**Anita Monro (Principal)                      3842 4002 0409 273 059**

**Roxana Paterson (Deputy Principal)    3842 4196    0438 136 763**

If the concerns relate to Grace College Equity Officers further information can be sought from the Chairperson of the College Council (currently Wendy Devine [chairperson@grace.uq.edu.au](mailto:chairperson@grace.uq.edu.au)).

Obtaining further information is a good way of clarifying an experience and the options available for responding to it.

The Employee Assistance Programme counselling is available free to Grace College employees regardless of whether the issue is related to a workplace problem or some other issue for the employee. Grace College employees are encouraged to contact free, professional counselling from Grace College's Employee Assistance Programme - Drake WorkWise on 1300 135 600 or at [www.drakeworkwise.com.au](http://www.drakeworkwise.com.au).

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The following services are available to UQ students:

<b>Service</b>	<b>Phone</b>	<b>Extension</b>
<b>UQ SUPPORT SERVICES 24 Hr Crisis Counselling</b>	<b>1300 851 998</b>	
<b>UQ SUPPORT SERVICES Counselling (Business Hrs)</b>	<b>3365 1704</b>	<b>51704</b>
<b>UQ CHAPLAINCY (Business Hours)</b>	<b>3365 7059</b>	<b>57059</b>
<b>UQ SUPPORT SERVICES &amp; CHAPLAINCY (After Hrs)</b>	<b>3365 1234</b>	<b>51234</b>

Additional support service contact details are available in the College's *Emergency & Critical Incident Management Plan (ECIMP)* and with First Aid Kits in all designated Fire Warden Areas of the College. For further information on emergency responses, please consult the ECIMP.

## 11. Review details

This policy will be reviewed on an annual basis.

The current policy was adopted by Grace College on 4 December 2017.

This policy was last updated on 7 November 2017.

Versions are numbered by year and month (i.e. May 2017 is 1705).

<b>Version</b>	<b>Revision Details</b>	<b>Sections Affected</b>	<b>Revised by</b>	<b>Reviewed by Principal</b>	<b>Reviewed by Governance &amp; Risk Management Committee</b>	<b>Reviewed by Council</b>
1710	Initial Draft	All	Monro	17 October 2017	2 November 2017	N/A
1711	Further Draft	All	Monro	7 November 2017	7-17 November 2017	N/A
1712	Further Draft with Consideration of 2018 Student Leader Comments	Minor Amendments 4.1, 11 & Headers	Monro	2 December 2017	N/A	4 December 2017
1807	Minor Changes	2, 3, 10	Monro	30 July 2018	N/A	N/A
1902	Change to personnel for Official Use	6.1	Monro & Bourne	27 Feb 2019	Email Meeting March 2019	11 Mar 2019

## **Appendix 1—Examples of Social Media**

Social media may include, but is not limited to:

- social networking sites such as Facebook, LinkedIn and Yammer;
- video and photo sharing sites such as Snapchat, Instagram and YouTube;
- corporate networking tools such as Sharepoint;
- media hosting site with the provision for public comments to be made by users, such as Helpdesk sites;
- forums and discussion groups such as Google Groups;
- blog sites such as Wordpress and Blogger;
- micro-blogging applications such as Twitter;
- real-time chat applications such as Facebook Messaging;
- wikis such as Wikipedia;
- podcasting sites such as SoundCloud;
- online gaming platforms such as World of Warcraft and Second Life; and
- geo-spatial tagging such as Foursquare.