



Media Policy

Overview

This policy encourages employees and elected officials to take responsibility for their activities, aims to make it clear when Association policies do and do not apply, and reinforces and augments principles set out in related policies governing work-related activities.

Scope

This Policy applies across all student Associations.
“Associations” refers to ANUSA, PARSA & ANUSM.

Policy Statement

While respecting the individual staff member’s right to freedom of expression, personal and professional use of social media by Association employees and elected officials must not bring the Associations into disrepute, compromise effectiveness at work, imply Association endorsement of personal views or disclose, without authorisation, confidential information, or breach Association policies in relation to fellow students, the student community or the Associations.

This policy should be read in conjunction with the Woroni Editorial Policies and Associations’ Conflict of Interest policy, the Australian National University’s acceptable use of IT policy and the Associations’ Code of Conduct.

Who it applies to

This policy applies to all Association employees including continuing, casual, fixed term and specified task employees, interns, contractors and elected officials.

Consequences of breach

Breaches of this policy will be dealt with in accordance with the Associations Code of Conduct and may lead to disciplinary action including possible termination of employment.

Social Media

Interactive services, which include social media like Facebook, YouTube, Instagram and Twitter, are part of the Associations engagement strategy and increasingly part of the work and private lives of Association employees and elected officials. The Associations encourage use of social media to engage with students and to publicise and share user-generated content. Use of social media by Association employees and elected officials is not limited to the workplace and occurs for professional or personal purposes both in and out of work hours.

Standards

The following five standards apply to work and personal use of interactive services, with Association accounts and personal accounts, by employees, elected officials and contractors, at any time:

1. Do not mix the professional and the personal in ways likely to bring the Association into disrepute.
2. Do not undermine your effectiveness at work.

3. Do not imply Association endorsement of your personal views.
4. Do not disclose confidential information obtained through work.

The Associations will enforce the four standards as and when appropriate.

Responsibility

The Association is responsible for content posted on official accounts. The Association takes editorial responsibility in proportion to its control of the media environment in which it operates and expects those who participate also to exercise responsibility over what they can control.

The President/Editor in Chief or their delegate will be the sole representative of the Association to media. Where the President is unavailable, all media enquiries are to be directed to the Vice President who will act as the President's delegate and may nominate another member of the Executive to represent the Association.

In respect of ANUSA only the following will apply:

- Department Officers are able to speak to the media on issues and policies relating to their Collective, including running social media pages. *For example, the Queer Department Officer should be allowed to address the media on issues and policies concerning Queer students.*
- Collective social media pages should focus only on issues and policies relating to their Collective. Any commentary on wider issues should first be approved by the President.
- When addressing issues arising within the Association to the media, all correspondence is at an Association level except where it pertains directly to a motion at a Student Representative Council meeting (SRC) or a College Representative Council meeting (CRC). Where the latter occurs, correspondence may refer directly to the referent motion or policy tabled at an SRC or CRC. *For example, should the Queer Officer move a motion at SRC, the Women's Officer may comment on the motion to the media, if it affects students covered by their Collective and may reference the Queer Officer directly by position.*
- Department Officers may not comment on the conduct of other Association office bearers individually where the conduct does not refer to an SRC or CRC motion.

If a complaint is received about content on an official Association account, the Association accepts responsibility and the terms of this policy will apply. If a complaint is received about content on a personal account, the Association does not accept responsibility for the content however, the terms of this policy will apply.

Employees, elected officials and contractors are responsible for the content they post on their personal social media accounts. Where an employee's, an elected official's or contractor's personal use of social media contravenes one of the four standards (above), and then it may be appropriate for the Association to respond. In relation to employees, a breach of this policy may be handled in accordance with the code of conduct, and may lead to disciplinary action. In relation to contractors, there may be contractual implications and consequences.

Some General Thoughts

Some subjects can invite a flame war. Be careful discussing things where emotions run high (e.g. politics, elections and religion) and show respect for others' opinions.

Your job comes first. Unless you are authorized to communicate via social media don't let social media affect your job performance. Keep the use of social media for personal reasons to a minimum during your work hours.

If you mess up? Correct it immediately and be clear about what you've done to fix it. Contact the Association President/Editor in Chief if it's a real doozy.

Don't even think about it... Talking about association finances, business dealings, legal issues, future promotional activities. Giving out personal information about employees or other elected officials. Posting confidential or non-public information. Responding to an offensive or negative post by another executive member, employee or student. There's no winner in that game.

Do not use social media in a manner that would breach any other law, including (but not limited to) intellectual property, anti-discrimination, anti-bullying & harassment, privacy and defamation laws. If you break the law, you may also be held personally liable.

Other

In the case of any inconsistency between this policy and the Enterprise Agreement, the Enterprise Agreement shall prevail.

