Social Media Guidelines   School of Health Sciences

The University has strict **Social Media Guidelines** for staff and students engaging in online communication via:

1. Services that *are centrally managed* and supported by UTAS.

2. Services that *are not centrally managed* and supported by UTAS.

3. *External* social media services or applications.

All UTAS staff and students should read and clearly understand the **Social Media Guidelines** prior to engaging in online communication.

Hints for Using Social Media

1. *Personal use of external social networking services:*

- Content published on external social networking services in a private capacity by UTAS staff and students may be publically available on a permanent basis. Users therefore need to clearly indicate that the contribution is as a private individual and not as a representative of UTAS.

- Always remember that, once content is published online, no control can be exercised over how this content is used or modified or where it may become available.

2. *Responsible practice:*

- Being impartial and professional.

- Participating and editing other contributor's work with respect and sensitivity.

- Explaining why edits were made to other contributor's work.

- Signing and dating contributions and edits.

- Protecting personal privacy and that of others by not including identifiable personal information (such as full names, email addresses, private addresses or phone numbers).

- Being positive, polite and giving constructive feedback to other contributors.

- Keeping comments relevant to the issues currently being discussed.

- Saving contributions and edits in format and/or location before posting, in case of technical glitches.

- Using inclusive language.

3. *Irresponsible practice:*

- Deleting or damaging the contributions of others.

- Infringing copyright or intellectual property rights.

- Posting confidential or proprietary information.

- Using insulting, provocative or hateful language or posting offensive, obscene, inflammatory, demeaning, defamatory, threatening or libellous comments.

- Posting multiple versions of the same view.

- Pretending to be someone else when posting comments and content.

Irresponsible use of social media by a student is addressed under **Ordinance No. 9 Student Discipline**.

Useful Links: **Social Media Guidelines for Nurses** Royal College of Nursing Australia

Social Media and the Medical Profession - A guide to online professionalism Australian Medical Association