

Social Media Channels Policy

Date Approved: 18 May 2015

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1. Introduction

Social media is a vital tool for developing and promoting the public image of NUSA. It is an important and informative means of communication between the Students' Association and its members. The effective management of NUSA's official social media accounts is a necessity for creating and maintaining a positive NUSA brand.

This policy aims to ensure the appropriate and effective use of official NUSA social media channels to promote a positive public image of the Students' Association.

2. Definitions and interpretation

Social media refers to digital communication channels used to share opinions, insights, experiences and perspectives via written comments, shared video or audio files. Social media platforms include, but are not limited to, blogs, Wikipedia, Facebook, Twitter, MySpace, Flickr and YouTube.

Editor refers to any one, with the exception of the Public Officer who is content creator on official NUSA social media accounts and pages.

Private messages refers to messages sent directly to the inbox of official NUSA social media accounts and pages.

Post refers to content published on social media.

3. NUSA Admin Account

- a. A NUSA Admin account shall be maintained for the purposes of managing editors on all NUSA Facebook pages.
- b. Only the NUSA Public Officer and staff authorised by the Executive shall have access to the account.
- c. The account shall be the administrator on all NUSA Facebook pages including the NUSA Facebook page, the Opus Facebook page, and all pages for Collectives.
- d. To respect the autonomy of collectives and executive portfolios, the NUSA Admin Account should only be used for the purposes of changing editor privileges on the Facebook pages and not to post content, read or reply to any private messages or engage in any other social media interaction.

4. NUSA Facebook Page and Editor Privileges

- a. The Public Officer shall:
 - i. be the administrator on the NUSA Facebook page through the NUSA Admin Account.
 - ii. be responsible for adding and removing people as editors on the Facebook page.

- iii. Monitor the NUSA Facebook page and the activity of editors on it.
- b. The executive shall be added as editors on the NUSA Facebook page by the Public Officer.
- c. The Executive has the power to appoint and approve non-executive NUSAC members and NUSA Staff as and editors on the NUSA Facebook Page.
- d. If an editor fails to comply with this policy, at their discretion, the Public Officer may remove the person as an editor. The person may not be an editor for a period of 3 months from the date of removal. The person in question may appeal the Public Officer's decision to the Executive.
- e. The Executive may pass a motion to remove non-executive members as content creators or editors of the NUSA Facebook page.
- f. Once an editor ceases to be a member of NUSAC they are to be removed as editors by the Public Officer.
- g. If an editor on the NUSA Facebook page who is a member of the Executive ceases to be a member of the Executive, they may only remain an editor if it is approved by Executive.

5. Content

- a. Editors should post and publish information relevant to their respective portfolios.
- b. Editors should post informative content that is in the best interests of the Students' Association and its members.
- c. Content posted must:
 - i. be relevant to NUSA and/or its activities.
 - ii. not directly endorse any particular political party, candidate (including NUSA members and students) or political brand.
 - iii. not contain material directly owned or created by any political party.
 - iv. not be offensive, malicious or harmful.
 - v. not promote any commercial interests that are not directly in the best interest of the Students' Association and its members.
- d. When sharing existing posts, editors should write a brief introduction to go with the shared content.

6. Private messages

- a. Editors should only reply to private messages to official NUSA accounts if the content of the message is relevant to the editor's portfolio, otherwise the responsibility to reply lies with the President, Vice President or the Public Officer.
- b. When replying to messages editors should sign off with their name and when appropriate, their position.
- c. The same restrictions on what content editors can publicly post applies when responding to private messages.

7. Advertising

- a. Editors of a Facebook page may, from time to time, decide that it would be beneficial to NUSA to 'boost' a post on Facebook.
- b. NUSA Executive and NUSA Council will, at their meetings, set aside an amount of money in the VISA debit account to be used for Facebook advertising.

- c. If an editor wishes to 'boost' a post, they must send an email to president@nusa.org.au and office@nusa.org.au with the content of the post they wish to boost, the amount they wish to boost it for, and the purpose of boosting the post. Once approval is received from the President or NUSA Administrator, the editor may boost the post.

8. Supporting Documents

[Collective Governance Framework](#)

[NUSA Expenditure Guidelines](#)

[Code of Conduct](#)

9. Document History

Version	Date	Details
1	18 May 2015	Policy adopted
2	6 February 2016	Minor amendments to include a provision for staff authorised by the executive to be endorse
3	29 August 2016	Amendments to include Facebook advertising
4	16 September 2016	Amendments for a NUSA Admin Account to complement the <i>Collective Governance Framework</i>