## Social Media

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*Major changes/additions since the last version was approved are indicated by a vertical line in the left-hand margin.*

# 1    Introduction

## 1.1   Purpose

Ara encourages colleagues to use social media in a professional context where appropriate and recognises that colleagues also use social media in a personal context. This policy applies to all colleagues and refers to personal and professional social media use.

The purpose of this policy is to safeguard against any damage to the reputation of Ara and/or the employees or representatives of Ara. It does not seek to restrict colleagues' or representatives' personal use of social media. Refer also to *CPP105 Acceptable Use and Conduct for ICT Users*, *CPP121 ICT Security* and *CPP211 Code of Professional Practice*.

## 1.2   Scope and Application

a       This policy applies to all written information, comment and visual images/videos shared on social media in the name of Ara.

b       This policy also refers to written information, comment and visual images/videos shared on social media in a personal context by Ara colleagues where Ara's reputation or the professional reputation of the colleague could be compromised.

c       This policy does NOT apply to advertising for Ara courses, events or to Ara media relations. Refer to *CPP125 Brand Management* for information on advertising and media relations.

## 1.3   Formal Delegations

The Manager, Marketing & Engagement delegates responsibility to the Marketing Promotions Manager to monitor and oversee use of and compliance with this policy.

## 1.4   Definitions

a       **Social media**: All online interactions where colleagues and appointed learner administrators engage with communities and publish information/content/images/video. Examples are:

- Social networks i.e., Facebook and Google Plus
- blog websites i.e., Wordpress, Weebly etc
- microblogs i.e., Twitter
- discussion forums

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- video sharing i.e., Snapchat, YouTube

- geo-spatial tagging i.e., Four Square

- photo sharing sites i.e., Instagram, Flickr and Picassa

b **Ara Approved Social Media Administrators**: Colleagues or representatives of Ara involved in the public distribution of information, comment, moving or visual images through social media for promotional purposes.

c **Personal use of social media**: This refers to personal or unofficial online activities or social media engagement in which reference might be made to Ara or information gained through a colleague or representative relationship with Ara.

d **Online interactions**: Includes all public interactions in the social media sphere, including but not limited to posting content, commenting on, sharing or endorsing other's content, or aligning with certain interest groups or communities.

e **Content**: photographs, film, video, drawings, links, etc., regardless of the means of capturing, recording, or transmitting the image.

f **Privacy Officer**: The person designated by the Chief Executive as Ara Privacy Officer, as required by s23 of the Privacy Act 2020.

g **Communications Coordinator**: This role includes social media coordination. Reporting to the Communications and Events Manager, the Communications Coordinator is responsible for creating Ara primary social media engagement and strategy and for creating and distributing social media resources.

h **Facebook Page**: A public profile created by businesses or organisations seeking to communicate with an external audience and promote themselves publicly through social media. Pages are publicly visible to everyone online, including people who are not members of Facebook, and can be used to post business/organisation status updates, links, events, photos, and videos. They are effectively a 'mini' website.

i **Facebook Group**: An exclusive area for people to communicate around a common topic. Groups are ideal for communicating with an internal audience. For example, colleagues may set up a group for their class and invite students to join to discuss and share information. Groups can be open or closed.

| **Related Ara Procedures** | **Related Ara Policies** |
|---|---|
| • CPP208a Staff Complaints about staff process flow chart<br>• CPP208b Staff complaint s about students process flowchart | • CPP105 Acceptable Use and Conduct for ICT Users<br>• CPP109 Disclosing Personal Information about Students and Staff<br>• CPP118 Sponsorship<br>• CPP 121 ICT Security<br>• CPP125 Brand Management<br>• CPP208 Resolving Employee Performance or Conduct Issues<br>• CPP211 Code of Professional Practice |
| **Related Legislation or Other Documentation** | **Good Practice Guidelines** (provided to each approved Ara Social Media Administrator) |
| • Official Information Act 1982<br>• Local Government Official Information and Meetings Act 1987<br>• Privacy Act 2020<br>• Education and Training Act 2020<br>• Public Finance Act 1989<br>• Copyright Act 1994<br>• Protected Disclosures Act 2000 | • Do I Need Social Media? Factsheet (available on Waituhi)<br>• Ara Social Media Administrator application (available on Waituhi)<br>• Ara Social Media Toolbox (available from the Marketing Promotions Manager upon successful application via communications@Ara.ac.nz) |

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| • Department of Internal Affairs: *'Social media in Government: High Level Guidance'* available from: *http://webstandards.govt.nz/guides/strategy-and-operations/social-media/high-level-guidance/* | • Brand Standards, Promotional & Non-Promotional Communications policy (available on Waituhi)<br>• Ara Blogging and Internet Publishing Guidelines (available on the Waituhi)<br>• Ara Guidelines for the use of Social Media in Teaching and Learning (available on Waituhi) |
| **References** | |
| **Notes** | |

# 2   Principles

2.1   **Transparency in every social media engagement:** Every social media engagement must be authentic and transparent. Every social media presence, ultimately controlled by Ara, must identify this fact to users and must be authorised according to applicable internal protocols in order to track and monitor Ara online presence.

2.2   **Protection of consumers' privacy:** Ara will be conscientious regarding any Personally Identifiable Information (PII) that is collected, including how Ara collects, stores, uses, or shares that PII, all of which should be done pursuant to applicable legislation and all Ara policies, in particular, *CPP105 Acceptable Use and Conduct for ICT Users*, CPP101 Communication and CPP109 Disclosing Personal Information about Learners and Colleagues.

2.3   **Stay within the legal framework:** Colleagues are expected to respect copyrights, trademarks, rights of publicity and third-party rights in the online social media space, including with regard to user-generated content (UGC).

2.4   **Responsibility in use of technology:** Colleagues will not use or align Ara with any organisations or websites that deploy the use of excessive tracking software, adware, malware or spyware.

2.5   **Terms and conditions of media platforms**: All social media engagement will comply with the terms and conditions of that specified media platform.

2.6   **Using best practice:** Colleagues will apply currently recognised standards of best practice, listening to the online community, and comply with applicable regulations to ensure that these commitments remain current and reflect the most up-to-date and appropriate standards of behaviour.

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# 3   Associated procedures for Ara Corporate Policy on: Social Media

## 3.1   Process for Approval to become an Ara Social Media Administrator

a   Ara has an official Facebook page ([www.facebook.com/AraCanterbury](http://www.facebook.com/AraCanterbury)). Colleagues who wish to establish and maintain a separate closed Facebook group, Facebook page or other social media for promotional use can do so on a voluntary basis with the agreement of their Line Manager and Marketing Services. Once agreed they would become an Ara 'Social Media Administrator' for the purposes of this policy.

b   New official blogs, Facebook, Twitter accounts or other social media pages must be set up in coordination with Marketing Services. The Communications Coordinator must have administrative access to any social media site, account, page, or group. Marketing will keep a register of all online presence, platforms used, and accounts created.

c   All colleagues that wish to create a Facebook /Twitter/… page or group need to advise the Ara Communications Coordinator at [communications@ara.ac.nz](mailto:communications@ara.ac.nz). The Communications Coordinator will discuss with the requester if it is an appropriate use of an Ara social media page/group/profile. If approved the requester will become a Social Media Administrator.

d   To ensure Ara Social Media Administrators are utilising social media channels effectively, using best practices, and maintaining professional conduct, Ara has developed an application process for Social Media Administrators as well as resource materials for their use. Ara requires all Social Media Administrators to complete this application process:

   i    Gain line manager approval.

   ii   Send an email / call Communications Coordinator with your request for a social media profile.

   iii  The Communications Coordinator discusses the appropriate social media platform and provides the social media administrator application form and other information and training.

   iv   If approved, the Communications Coordinator is to be added as an administrator to any social media platform created.

   v    Once the social media platform is created the social media administrator is responsible for regularly updating the page/group and monitoring comments.

e   Colleagues seeking to establish social media for the purposes of teaching and learning exclusively can find Ara Guidelines for the use of Social Media in Teaching and Learning. Support for teaching and learning application of social media is available from the Centre for Educational Development and Learning Technologies Unit. For teaching purposes, it is recommended using closed groups as this means only group members can see the content.

f   Ara aims to support Ara Social Media Administrators to expand their communities and engage with their audiences in a specialised way while contributing to Ara social media strategy, reputation, and brand.

g   Ara Social Media Administrators are required to adhere to all aspects of this policy and to develop an understanding of the social media environment and specifically the need to be inclusive, consistent, professional, and up to date with new developments.

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h      Before applying, Ara Social Media Administrators should read *Ara Do I Need Social Media?* (available on Waituhi) and [CPP122 Social Media](#) policy to determine if they have the resources and requirements for professional social media use.

i       Current users of promotional social media should identify themselves to the Marketing Promotions Manager and read [CPP122 Social Media](#) policy and access Ara Social Media Toolbox via [communications@ara.ac.nz](mailto:communications@ara.ac.nz).

j       All Ara Social Media Administrators of open access platforms are required to add the Communications Coordinator as an administrator of their platform(s). This will enable the communications team to support Ara Social Media Administrators and access social media in an emergency.

k      All Ara Social Media Administrators are asked to support Ara primary social media channels as well as their own specialised pages.

l       Ara Social Media Administrators are required to apply to Marketing to link programme/area webpages to social media.

m     Ara communications team will continuously monitor and update a list of Ara related social media activity.

## 3.2  Personal Use of Social Media

Ara respects the rights of Ara colleagues to use social media not only as a means to further the Ara brand but also as a form of self-expression. However, there is a difference in speaking "on behalf of Ara" and "about Ara".

## 3.3  Code of Conduct for Ara Users of Social Media

**a**     **General**

     i      Social media users are required to adhere to *CPP105 Acceptable Use and Conduct for ICT Users* and other applicable policies. All social media users, regardless of position, are subject to Ara *CPP211 Code of Professional Practice,* the Code of Conduct within this policy and the *Ara Staff Profile* in every public setting.

     ii     Stay within the legal framework and be aware that defamation, copyright, and privacy laws apply. Do not post any material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a court suppression order, or is otherwise harmful. Refer negative comments you don't feel comfortable addressing to the Marketing Promotions Manager.

     iii    Always remember that participation online results in comments being permanently available and open to being republished in other media.

     iv    On social media, personal and business personas are likely to intersect. Learners, colleagues, supervisors, and other stakeholders may have access to the social media content which is posted. Keep this in mind when publishing information online and remember that information originally intended just for friends and family can be forwarded. Remember NEVER to disclose non-public information about Ara (including confidential information) and be aware that taking public positions on social media that are counter to the interests of Ara might cause conflict.

     v     Be a "scout" for compliments and criticism. If you see positive or negative remarks about Ara (beyond your school/programme/department) that warrant a reply, please forward them to the Marketing Promotions Manager.

     vi    Pass on negative comments you don't feel comfortable addressing. You may come across negative or disparaging comments about Ara or its brand or see

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third parties trying to spark negative conversations. Avoid reacting. Refer to the Marketing Promotions Manager.

vii   Always make sure that you are clear as to whether you are participating in an official or a personal capacity. Be aware that participating online may attract media interest in you as an individual so proceed with care regardless of what capacity you are acting in.

viii   If in any doubt take advice from your manager.

**b   Personal Social Media Use**

i   If you are using social media in a personal capacity, you should not identify Ara as your employer when doing so would bring Ara into disrepute.

ii   Do not post any material that can potentially tarnish the Ara image or speak on behalf of Ara in the social media sphere. Exercise judgement, and common sense.

iii   Keep in mind that even social media sites restricted to your 'friends' are in effect public as you cannot control what friends do with the information.

**c   Social Media Administrators**

i   Seek authorisation to participate in social media on behalf of Ara. Do not disclose information, make commitments, or engage in activities on behalf of Ara unless you are authorized to do so.

ii   If you are participating in social media on behalf of Ara, disclose your position as a representative of Ara unless there are exceptional circumstances, such as a potential threat to personal security. Never give out personal details e.g., home address or phone numbers.

## 3.4  Breaches of this Policy

a   Infringement of this policy by colleagues may lead to suspension of access to social media or other disciplinary action which will be carried out in consultation with the appropriate Director or Department Manager or with the Chief Executive or delegate, as covered by *CPP208 Resolving Employee Performance or Conduct Issues* policy.

b   Complaints about the misuse of Ara-related social media may be made to the colleague's Director or Department Manager or the Marketing Promotions Manager.

c   All Ara colleagues using social media must adhere in particular to Ara policies*: CPP105 Acceptable Use and Conduct for ICT Users, CPP125 Brand Management, CPP109 Disclosing Personal Information about Students and Staff* and *CPP121 ICT Security*.

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