



DUCHESNE COLLEGE

G6 Duchesne College Social Media Policy

VISION AND VALUES OF DUCHESNE COLLEGE

Vision

Inspiring personal formation within an inclusive community and an atmosphere of wise freedom.

Values

We seek: “Strength in the Light of Truth”, as expressed in our motto: “*Robur in Luce Veritatis*”.

- We respect each individual within our community
- We embrace diversity and inclusivity
- We aim for the highest standards in all our undertakings
- We value and promote charity and service
- We are committed to our Vision

INTRODUCTION AND PURPOSE

This policy provides our College community with a set of standards of behaviour for the use of social media that are consistent with the College’s expectations and values, and protect the reputation of the College, our residents, associate members, alumnae and staff as well as the broader residential college and university community.

In this policy:

- **Social Media** means, but is not limited to, platforms such as: blogs; micro-blogs (e.g. Twitter), wikis, social media, social networks and networking sites (e.g. Facebook, LinkedIn), social bookmarking services, user rating services (media sites), fan communities, forums, photo sharing (e.g. Instagram, Snapchat) and video sharing (e.g. Vimeo, Vine, YouTube, TikTok).
- **Users** means residents, associate members, alumnae, staff, guests and other stakeholders of the College identified in this policy.
- **College** means Duchesne College within the University of Queensland.
- **University** means The University of Queensland unless the context otherwise requires.

This policy applies to all Users of Duchesne College.

Key Principles

The following principles apply to staff and students re social media use;

- Users are not authorised to comment on behalf of the College on Social Media.

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- The College's name and or branding/crest must not be used in association with the Social Media of any User (or at all) without the written permission of the Head of College. The exception is when listing Duchesne College on a LinkedIn profile. LinkedIn automatically populates the College's crest.
- Users are not authorised to establish Social Media accounts or pages under the College's name or through its presence in activities and are not authorised to make comments or publish material about the College or as its representative, without the written permission of the Head of College.
- Users are not authorised to post images or recordings (audio or visual) on the User's Social Media that may be disparaging or defamatory, including towards the College, its staff or the broader University community. If the User's post identifies an individual, the User must obtain permission for use by such identifiable person/s before such post is published.
- Users must ensure their personal online activities do not impact or are not likely to impact the College's reputation, or the reputation of any member of the College community, University or general public. This includes ensuring that any image and/or recording of another in any publication related to the College or merchandise upholds the values of the College and the Student Code of Conduct.
- When using personal Social Media accounts to comment and/or post, Users must not use language that would defame or present negatively towards the College or otherwise indicate that the College has agreed and/or consented to their views.
- Users must at all times protect confidential information about themselves, the College or other members of the College community that is not publicly available.
- When using the College's computers and internet, Users must be judicious in the way that they electronically communicate. Material such as spam, jokes, chain letter email forwards are the oldest form of internet based social media, and must not be associated with the College. Snapchat, Tik Tok, Instagram Story and any other platforms in which social videos are taken and shared online are also examples of inappropriate use of social media.
- The Users online presence must be respectful and considerate of the rights and confidentiality of others.
- Users must speak respectfully about the College, prospective, current and former students, staff and families and other institutions (e.g. colleges, universities) and not engage in any online activity that will damage their reputation or which could bring such parties into disrepute.
- Users must not engage in behaviour that will intimidate, abuse, gossip, threaten and/or harass other users or persons or engage in behaviour that will impact or reflect negatively on the Colleges' reputation.
- Users must not act unlawfully when using social media e.g. students must not infringe another's copyright, impersonate or falsely represent another person.
- Any infringement of copyright materials, unfounded or derogatory statements or misrepresentation may result in the appropriate disciplinary action and those involved may be subject to investigation, including criminal investigation.
- Users must honour the privacy rights of other users, the College and the public.

Should a User contravene this policy and thereby harass, harm or otherwise negatively impact the wellbeing of another User, person or entity, or shame the reputation of the College, that User will be subject to disciplinary action, including, where applicable, termination of the residency, associate membership or employment agreement.

Staff may also be subject to warnings and/or disciplinary action in those circumstances.

Official Social Media Accounts

Duchesne College has an extensive network of alumnae, donors and other community members who expect the reputation of the College to be upheld. The College has three official social media accounts (Facebook, Instagram, LinkedIn) which are;

- Identified by the college's name, Duchesne College and the college's official logo;
- Operated only by the Director of Advancement; and
- Used for the communication of promotional and informative material designed to enhance the College's reputation and promote its' services.

Duchesne College provides access for the Student Communications Officer to post on the College Instagram account (or such other platform as the College determines) so that events can be promoted in a timely manner. The Student Communications Officer must consider the reputation of the College with each post and must not comment or post material that:

- may cause damage to the College's-reputation,
- may be considered inappropriate or offensive, and
- contains confidential or commercially sensitive information about the College, its students or staff

The Colleges reserves the right to remove or amend any post that does not accord with its values, policies and procedures.

The College operates in a collegiate community within a university environment and is subject to public scrutiny. The Student Communications Officer must adhere to the following when posting on the College's Instagram account:

- Demonstrate the values and expectations of the Duchesne College community
- Consider intellectual balance.
- Proofread posts before sharing to ensure spelling, grammar and punctuation are accurate
- Ensure that students photographed are wearing the correct Duchesne College merchandise
- Don't post any images that show students or staff in any compromising position such as being intoxicated, undertaking activities or displaying behaviour that is disparaging to that person or the College or which is an invasion of their privacy.
- Act responsibly and ethically when posting, commenting and/or participating in online chats.
- Seek approval for use of any copyright material and credit such sources appropriately.
- Seek support and direction from the Head of College or the Director of Advancement if unsure about how to handle any online activity that is concerning.

Should the Student Communication Officer's social media activity not be in alignment with Duchesne College's values, policies and code of conduct, they may be subject to disciplinary action. Serious breaches may lead to termination of their residency or associate membership agreement.

This Policy does not apply to:

- the use of Social Media by a member of the Duchesne College Community where there is no identifiable connection with the College, its Staff, Students or Affiliates; or
- communications which are made in a private and personal capacity, unrelated to Duchesne College business, affiliations or activities, and which do not use Duchesne College's infrastructure.

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Only the Chair of the College Council, the Head of College or their delegate may comment publicly on behalf of Duchesne College. Any other staff comments to the media about Duchesne College are considered personal opinions, and not endorsed by the College.

DISSEMINATION OF POLICY

The College will ensure that this policy is disseminated to residents, associate members, staff, the College Council, and other key stakeholders via:

- Publication on the College’s website;
- Informing prospective residents, associate members, parents/guardians, as part of their induction to Duchesne College;
- Informing new residents and associate members about the Policy during O Week and at other student information sessions;
- Remind student leaders of their obligations under this policy during P Week;
- Obtain written acknowledgement and acceptance of this policy annually from all students as part of their acceptance of the Student Code of Conduct.
- Obtain written acknowledgement and acceptance of this policy by all staff members as part of their acceptance of their conditions of employment.

RELATED LEGISLATION AND DOCUMENTS

Related Duchesne College Policy Documents	Privacy Policy
Other (Reference documents and forms)	Duchesne College Brand Identity and Style Guide

FEEDBACK

College staff, residents, associate members, and parents/guardians may provide feedback or inquiries about this policy by emailing: manager@duchesne.uq.edu.au

APPROVAL AND REVIEW DETAILS

Approval and Review	Details
Policy Approval Authority	Chair of College Council
Last Updated	15 March 2021
Approval Date	23 March 2021
Review Date	1 December 2021
Policy Administrator	Director of Advancement