Nelson Marlborough Institute of Technology
Te Whare Wānanga o Te Tau Ihu o Te Waka a Maui

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STAFF SOCIAL MEDIA POLICY

Section	People and Organisation Development		
Approval Date	26.06.2018	**Approved by**	Directorate
Next Review	28.05.2019	**Responsibility**	Executive Director – Customer Experience and Excellence
Last Reviewed	14.05.2018	**Key Evaluation Question**	6

PURPOSE

NMIT recognises that social media offers a platform for **the institution** to market its programmes, stay connected with customers and build its profile online.

The institution also believes **its employees** should be involved in industry conversations on social networks to make useful connections, share ideas and shape discussions. The institution therefore encourages employees to use social media to support the institution's goals and objectives.

However, there are risks associated with this, including reputational damage arising from misuse, threats to the security of sensitive or confidential information and exposure to malware.

This policy aims to mitigate associated risks and provide employees clarity on expected behaviours and safe and effective use of the institute's social media accounts. It also provides clear guidelines for staff making any reference to NMIT on personal social media accounts

SCOPE

This policy applies to all employees, contractors for service (CFSs) individuals and volunteers at NMIT who use social media whilst performing work or providing a service for the institute or for work-related personal reasons.

Employees are able to access social media services and social media websites at work, either through the institute's IT systems or via their own personal equipment.

This policy is applicable no matter whether the engagement on social media takes place on NMIT premises, while staff members are travelling for institution purposes or while working from home.

Employees and students should treat social media like a classroom, workshop or professional workspace. The same standards expected in NMIT professional settings are expected in social media environments. If a particular type of behaviour is inappropriate in the classroom, workshop or professional workspace, then that behaviour is also inappropriate in a social media environment. Social Media should never be used in a way that breaches any NMIT policies.

Social media sites and services include (but are not limited to): accounts, pages, profiles, listings and groups within Facebook, Google+, LinkedIn, Twitter, YouTube, Instagram and Snapchat.

DEFINITIONS

Account Administrator or Manager	The individual who holds the highest administration rights on a Social Media Account.
Account Editor or Contributor	The individual who holds the editing rights on a Social Media Account. This can be an employee or student.
Account Initiator	The individual staff member who initially sets up the Social Media Account. For public accounts this should be a member of the Marketing Services Department.
NMIT Social Media Account	A Social Media Account that: • Was created by an NMIT staff member, and has at least two current staff members administering and monitoring the account's activity • Is clearly identified as an NMIT account e.g. uses NMIT in the title • Has only staff members holding the highest administration rights • Has at least two NMIT staff members holding the highest administration rights.
Public NMIT Social Media Account	A NMIT Social Media Account that: • Is set to be viewable by any other account, and requires no 'acceptance' procedure by the account administrator before viewing published content.
Private NMIT Social Media Account	A NMIT Social Media Account that: • Is set to "Private", "Secret" or a similar setting that requires the account administrator to grant or remove permissions to view published content.
Social Media	Any online interactive communication tool which encourages participation and exchanges
Social Media Account	A social media profile through which an individual or group of individuals represents themselves in an online environment, OR a controlled online space, e.g. a Facebook page or group.
Social Media Team	Members of the NMIT Marketing team, comprising: Digital Marketing Strategist Marketing Coordinator Marketing Services Manager

RESPONSIBILITIES

Everyone who operates an NMIT social media account, or who uses their personal social media accounts at work, has responsibility to adhere to this policy.

However, the following roles have key responsibilities:

Academic Staff member	If acting as an Administrator for a Social Media Account, see entry below. Otherwise, see sentence above: "Everyone who operates an NMIT social media account, or who uses their personal social media accounts at work, has responsibility to adhere to this policy".
Engagement Manager	Ensuring the enquiries team has the resources needed to uphold this policy.
Enquiries team	Ensuring requests for assistance and support made via public NMIT social media channels are followed up.
Executive Director – Customer Experience and Excellence	Champions NMIT's brand and how NMIT is represented in the community, both online and offline. Makes the final judgement call on whether content should be removed from any NMIT Social Media Account. Has a record of all Public NMIT Social Media Accounts, as advised by the Account Administrators.
Marketing Services Manager	Working with the social media team to roll out marketing ideas and campaigns through institutes' social media channels.
Social Media Administrators	Monitoring, managing and facilitating all aspects within a platform to transfer the maximise benefit to its members.
Social Media Team	Responsible for ensuring that NMIT uses social media safely, appropriately in market and in line with the institute's key strategic objectives.

PRINCIPLES

According to the Harmful Digital Communications Act 2015, a digital communication should not:

- disclose sensitive personal facts about an individual
- be threatening, intimidating or menacing

- grossly offensive to a reasonable person in the position of the affected individual
- be indecent or obscene
- be used to harass an individual
- make a false allegation
- contain a matter that is published in breach of confidence
- incite or encourage anyone to send a message to an individual for the purpose of causing harm to the individual
- incite or encourage at individual to commit suicide
- denigrate an individual by reason of their colour, race, ethnic or national origins, religion, gender, sexual orientation, or disability.

GUIDELINES

Regardless of which social networks employees are using, or whether they're using institution or personal accounts, following these simple rules helps avoid the most common pitfalls:

- **Know the social network** - employees should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.

- **If unsure, don't post it** - employees should err on the side of caution when posting to social networks. If an employee feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it. Employees can always consult the social media team for advice.

- **Be thoughtful and polite** - many social media users have got into trouble simply by failing to observe basic good manners online. Employees should adopt the same level of courtesy used when communicating via email.

- **Look out for security threats** - employees should be on guard for social engineering and phishing attempts as social networks are also used to distribute spam and malware.

- **Keep personal use to within reasonable limits -** although the institution believes that having employees who are active on social media can be valuable, both to those employees and to the institution, employees should exercise restraint in how much personal use of social media they make during working hours.

- **Don't make promises without first checking** - some social networks are very public, so employees should not make any commitments or promises on behalf of NMIT without first checking that the institution is comfortable to and can deliver on the promises. Direct any enquiries to the **Enquiries team**.

- **Handle complex queries via other channels** - social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, employees should handle further communications via the most appropriate channel — usually in person, by email or telephone.

- **Don't escalate things** - it's easy to post a quick response to a contentious status update and then regret it. Employees should always take the time to think before responding, and hold back if they are in any doubt at all and take advice from the social media team**.**

USE OF NMIT SOCIAL MEDIA ACCOUNTS

This section covers all use of social media accounts owned and administered by the institution.

AUTHORISED USERS:

- only individuals who have been authorised to use NMIT's social networking accounts may do so;
- authorisation is provided by the Social Media team;
- it is typically granted when social media-related tasks form a core part of an employee's job;
- allowing only authorised individuals to use the accounts ensures NMIT's social media presence is consistent and cohesive.

CREATING SOCIAL MEDIA ACCOUNTS

- New social media accounts in NMIT's name must be created by the Social Media team.
- Private groups e.g. for a year or class whose primary use is to communicate with current students, can be setup by tutors as they see fit. Tutors who choose to set up such a group understand that they are taking on the responsibility of the Social Media Group Administrator role. For advice and support staff members can consult with a member of the FLiT team.
- NMIT operates its social media presence in line with a strategy that focuses on the most-appropriate social networks, given available resources.
- If there is a case to be made for opening a new account, employees should raise this with the Social Media Team.

PURPOSE OF INSTITUTION'S SOCIAL MEDIA ACCOUNTS

NMIT's social media accounts may be used for many different purposes. In general, employees should only post updates, messages or otherwise use these accounts when that use is clearly in line with NMIT's overall objectives. For instance, employees may use NMIT social media accounts to:

- respond to customer enquiries and requests for help;
- share blog posts, events, articles and other content created by NMIT;
- share insightful articles, videos, media and other content relevant to NMIT, but created by others;
- provide fans or followers with an insight into what goes on at NMIT;
- promote marketing campaigns and special offers;
- support new product launches and other initiatives
- communicate directly with learners through private groups from within their cohort.

Social media is a powerful tool that changes quickly. Employees are encouraged to think of new ways to use it, and to put those ideas to the Social Media team.

INAPPROPRIATE CONTENT AND USES

NMIT social media accounts must not be used to share or spread inappropriate content, or to take part in any activity that could bring NMIT into disrepute.

When sharing an interesting blog post, article or piece of content, employees should always review the content thoroughly, and should not post a link based solely on a headline.

SAFE, RESPONSIBLE SOCIAL MEDIA USE

This applies to:

- any employee using institution social media accounts;
- employees using personal social media accounts during institution time.

USERS MUST NOT:

- create or transmit material that might be defamatory or incur liability for the institution;
- post messages, status updates or links to material or content that is inappropriate. Inappropriate content includes (but is not limited to): pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.
  It also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.
- use social media for any illegal or criminal activities;
- send offensive or harassing material to others via social media;
- broadcast unsolicited views on social, political, religious or other non-institution related matters;
- send or post messages or material that could damage NMIT's image or reputation;
- Interact with NMIT's competitors in any ways which could be interpreted as being offensive, disrespectful or rude (communication with direct competitors should be kept to a minimum);

- discuss colleagues, competitors, customers or suppliers without their approval;
- post, upload, forward or link to spam, junk email or chain emails and messages.

COPYRIGHT

NMIT respects and operates within copyright laws.

Users may not use social media to:

- publish or share any copyrighted software, media or materials owned by third parties, unless permitted by that third party. If employees wish to share content published on another website, they are free to do so if that website has obvious sharing buttons or functions on it;
- share links to illegal copies of music, films, games or other software.

SECURITY AND DATA PROTECTION

Employees should be aware of the security and data protection issues that can arise from using social networks.

MAINTAIN CONFIDENTIALITY

Users must not:

- Share or link to any content or information owned by NMIT that could be considered confidential or commercially sensitive. This might include sales figures, details of key customers, or information about future strategy or marketing campaigns.
- Share or link to any content or information owned by another institution or person that could be considered confidential or commercially sensitive. For example, if a competitor's marketing strategy was leaked online, employees of NMIT should not mention it on social media.

PROTECT SOCIAL ACCOUNTS

- NMIT social media accounts should be protected by strong passwords that are changed regularly and shared only with authorised users.
- Wherever possible, employees should use two-factor authentication (often called mobile phone verification) to safeguard institution accounts.
- Employees must not use a new piece of software, app or service with any of NMIT's social media accounts without receiving approval from the Social Media Team.

AVOID SOCIAL SCAMS

- Employees should watch for phishing attempts, where scammers may attempt to use deception to obtain information relating to either the institution or its customers.
- Employees should never reveal sensitive details through social media channels.
- Customer identities must always be verified in the usual way before any account information is shared or discussed.
- Employees should avoid clicking links in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

RESPONDING ON SOCIAL MEDIA

Positive comments are a great way to re-enforce our brand. A simple message of gratitude is enough, e.g.:

- Thank you...! It's great to hear you enjoyed...
- Great to hear you had a great time …
- Thank you for your kind review

NMIT appreciates that it takes time to respond to comments on social media, and although it is great to acknowledge positive comments, it is not essential, and therefore employees are requested to balance this with their other responsibilities.

QUESTIONS AND ENQUIRIES

- Follow the Q & A model for general enquiries and questions on social media.
- Answering these enquiries is an important part of both our branding and recruitment.
- Try to respond within 24 hours. If you are still awaiting a response from a programme area or department after 24 hours – escalate the question to their manager, be clear about the timely nature of the response and acknowledge the comment – see delayed response suggestions below.

Q & A MODEL

1. **Greet**- greet the person/account that has made the comment directly:
   - ✓ *Hello ...*
   - ✓ *Hi ...*
   - ✓ *Kia ora ...*

2. **Answer/resolution**- when possible provide information that answers the question. This is useful if someone else has the same question. Contact the programme area if necessary:
   - ✓ *You can find the information you are looking for through this link ...*
   - ✓ *The next course starts on Tuesday. A full list of intake dates can be found here ...*

   If there is a delay in getting an answer within 24 hours, acknowledge the comment and add it into the **Social Media Log.**
   - ✓ *I'm still finding out the answer to your questions, I'll let you know soon.*
   - ✓ *That's a great question, I'll find out and get back to you soon*

3. **Take it offline**- if the enquirer has further questions you want them to come back via our more formal channels:
   - ✓ *If you have further questions, please email info@nmit.ac.nz or phone 0800 422 733*
   - ✓ *If you want more information about our Aquaculture programmes, visit our programme page here …., or you can email the department directly on aquaculture@nmit.ac.nz or phone 0800 422 733.*

COMPLAINTS OR UNCONSTRUCTIVE COMMENTS

It is important that we consider carefully any reply to a complaint or unconstructive comment. By responding in an appropriate way we can help mitigate the risk of a negative brand experience. If you are unsure whether you need to respond or not, check with a member of the Social Media Team.

When responding, use the conflict resolution model below.

It is important to respond within 24 hours. If you are still awaiting a response from a programme area or department after 24 hours – escalate the question to their manager, be clear about the timely nature of the response and acknowledge the comment – see delayed response suggestions:

CONFLICT RESOLUTION MODEL:

If a negative comment or review is received on social media, follow the guidelines below when responding. Always log these sorts of posts in the **social media log:**

Greet- greet the person/account that has made the comment directly:

- ✓ *Hello ...*
- ✓ *Hi ...*
- ✓ *Kia ora ...*

Acknowledge- everyone wants to feel heard and taken seriously:
- ✓ *We are sincerely sorry for the experience you had with …*
- ✓ *First, let me apologise for the inconvenience caused here.*
- ✓ *I'm sorry you feel that way.*

If an apology isn't appropriate due to no fault lying with NMIT try using a statement such as:

- ✓ *Let me help you find the information you are looking for.*
- ✓ *Please let me explain . . .*

How to respond:

- Don't be defensive or argumentative, the customer is always right!
- Be constructive and concise. 1-2 sentences maximum.
- Don't mention NMIT (we don't want this post to come up in a Search Engine Optimization search).
- Consult the relevant Programme Coordinator or HoD for a suitable response, let them know the importance of a timely response and send them a screenshot of the comment in context (e.g. show full post, any ads around the post, any other comments on the post).

Suggested responses:

- ✓ *We have looked into the issue and are doing… to make sure it doesn't happen again.*
- ✓ *We have fixed the mistake and have put a new process in place so this doesn't happen again.*
- ✓ *Thank you for letting us know, we are working to fix the issue.*

If there is a delay in getting an answer within 24 hours, acknowledge the comment and escalate to the Social Media team. The Social Media Team will escalate to the Marketing Manager and Executive Director if they require further advice:

- ✓ *I'm still finding out the answer to your questions, I'll let you know soon.*
- ✓ *That's a great question, I'll find out and get back to you soon.*

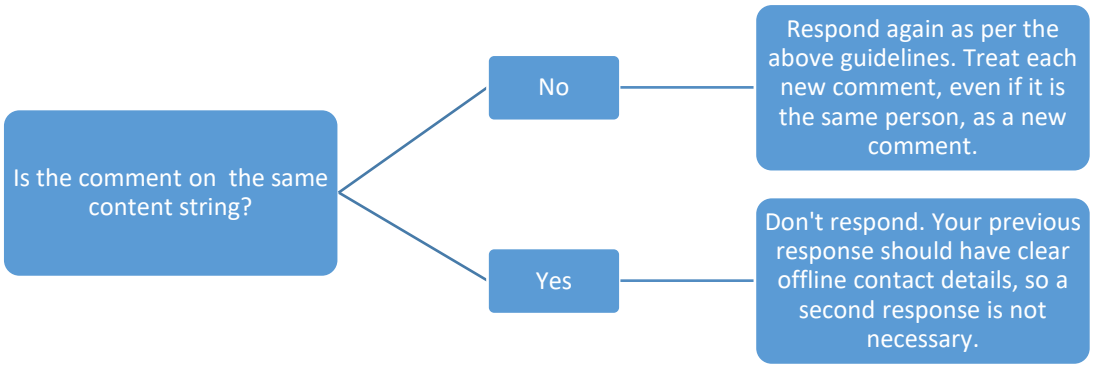
Take it offline:

- Don't enter into back-and-forth conversations.
- One response is all that should be necessary on each comment string.
- Give clear details on who to contact to further the conversations:
  - ✓ *We want to help. Please send your contact details to info@nmit.ac.nz or phone 0800 422 733 so we can help directly.*
  - ✓ *If you need more help please email info@nmit.ac.nz or phone 0800 422 733*
  - ✓ *For further information about our Aquaculture programmes you can email the department directly on aquaculture@nmit.ac.nz or phone 0800 422 733.*
  - ✓ *We want to understand how we can improve. Please complete our online complaints form a https://www.nmit.ac.nz/formal-complaint*

Respond once:

Respond once to each new comment. If the same person makes an additional comment, assess by following the diagram below:

If you have one particular person who has made similar comments more than 3 times, either in the same comment string or as separate comments, escalate this to the Social Media Team. The social media team can escalate to the Marketing Manager and Executive Director if they require further advice.



REFERENCES

INTERNAL

- NMIT Academic Statute – Section 3 Academic Regulations
- Formal Complaints Resolution Procedure
- Harassment (Prevention and Management)
- Privacy Policy
- Staff Charter
- Staff Misconduct Procedure

EXTERNAL

- Harmful Digital Communications Act 2015
- Privacy Act 1993
- Harassment Act 1997