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STAFF SOCIAL MEDIA POLICY

Section	Human Resources		
Approval Date	07.09.2015	Approved by	Directorate
Next Review	18.08.2016	Responsibility	Marketing Director
Last Reviewed	18.08.2015	Key Evaluation Question	6

PURPOSE

Effective use of social media can bring significant and measurable benefits to NMIT. These include opportunities to promote the Institute’s success stories, develop the understanding of the needs of NMIT’s key stakeholders, improve student engagement and feedback and know the impact and value of NMIT’s activities.

Along with these benefits come the risks inherent in managing something that is so dynamic. These include the risk of reputational damage arising from misuse by staff, students or third parties, threats to the security of sensitive or confidential information, exposure to malware and a general negative impact on business.

This policy aims to mitigate the risks associated with staff use of social media for NMIT purposes. It provides all NMIT staff with a clear articulation of the Institution’s expectations around the set up and use of Social Media Accounts in an institute-related capacity. There is a separate ‘Expected Online Behaviour’ document for staff and students accompanying this policy: *NMIT Social Media Guidelines*.

KEY PRINCIPLE

NMIT staff and students should treat social media like a classroom, workshop or professional workspace. The same standards expected in NMIT professional settings are expected on social media environment. 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.

SCOPE AND CATEGORIES OF SOCIAL MEDIA USE

For the purposes of this policy, social media is defined as any online interactive communication tool which encourages participation and exchanges. This can be further refined by making distinctions between six different categories of social media use (see table below). This policy regulates Categories 1-5 only - these categories are referred to as the professional use of social media.

Category		Definition	Covered by this policy
1	Professional use of social media	Use of a NMIT Social Media Account by the Institute in its official capacity. For example, an account that represents the Institute, a Programme Area, or a Business Support Area	✓
2		Use of a NMIT Social Media Account related to a particular course	✓
3		Use of a NMIT Social Media Account by an informal Institute group. For example, a Conservation Group. The group may have non-staff editing the account. e.g. a Conservation student	✓
4		Use by an individual staff member who owns a Social Media Account related to his or her NMIT work, but where the content represents the user's personal views only. For example, an academic with a research-related blog or Twitter feed	✓
5		Use by an individual staff member who posts to an external Social Media Account that he or she does not own and who does so in an Institute-related role. For example, an academic commenting on a blog post relevant to his or her research	✓

6	Private use of social media	Use by an individual who owns a Social Media Account in a private capacity or who posts to an external account in a private capacity	X
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DEFINITIONS

Social Media	Social media is defined as any online interactive communication tool which encourages participation and exchanges
Social Media Account	Is defined as an 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.

Account Administrator	The individuals who hold the highest administration rights on Social Media Account
Account Initiator	The individual staff member who initially sets up the Social Media Account
NMIT- Social Media Account	<p>A Social Media Account that:</p> <ul style="list-style-type: none"> • 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 who hold the highest administration rights.
Private NMIT Social Media Account	<p>A NMIT Social Media Account that:</p> <ul style="list-style-type: none"> • 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.	<p>A NMIT Social Media Account that:</p> <ul style="list-style-type: none"> • Is set to “Private”, “Secret” or a similar setting that requires the account administrator to grant or remove permissions to view published content.
Director of Academic and Quality	<ul style="list-style-type: none"> • Ensures NMIT programmes demonstrate consistently high academic quality. • Ensures NMIT satisfies the highest national and international Quality Assurance Standards. • Ensures Institutional policies and processes are agreed, approved, documented and effectively communicated. • Ensures documented QMS is clearly defined, well controlled, accessible to staff and students, and regularly reviewed.
Marketing Director	<ul style="list-style-type: none"> • 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.
Manager (Programme)	Managers must ensure the programmes for which they are responsible meet all NMIT learning design and quality assurance requirements. Managers have the authority to assign specific responsibilities to others (e.g. Programme Coordinators, Team Leaders, senior staff or other nominated staff) but retain overall accountability.

RESPONSIBILITIES

RESPONSIBILITIES OF AN NMIT ACCOUNT INITIATORS AND ADMINISTRATORS

- i) Before starting a Social Media Account the Account Initiator needs to consider things such as:
 - o is there a more appropriate account already in place?
 - o goals and objectives.
 - o target audience(s).
 - o benefits, risks and mitigations for those risks.
 - o on-going resources required.
 - o measure for success.
 - o the privacy level of the account. *NMIT recommends Social Media Accounts should be 'private' unless there is a specific need for the site to be a public network.*
 - o The permissions policy for a private account. E.g. Who will be accepted into the group i.e current and past students?
- ii) Choose a suitably appropriate name for the Social Media Account that accurately reflects the programme or individual operating the account, and is clearly an NMIT account e.g. use NMIT in the account name. Do not simply use "Nelson Marlborough Institute of Technology" as this implies the account represents the entire institute.
- iii) Regular monitoring and moderating of the account is very important.
 - o Account Administrators are responsible for updating and maintaining the Social Media Account.
 - o Account Administrators are responsible for ensuring that any content in breach of NMIT policy or the general law is responded to accordingly or removed from the account as soon as possible.
- iv) Account Administrators are responsible for closing or arranging suitable continuity of Social Media Accounts when they are no longer willing or able to manage the account.
- v) Account Administrators should notify NMIT's Marketing Director, and their Manager of all Public NMIT Social Media Accounts in Categories 1-3. A list of these accounts will be made available as official NMIT Social Media Accounts.
 - o Programme Managers are responsible for managing compliance with the Staff Social Media Policy of all Social Media Accounts operating within their programme area. In particular, each Programme Area must establish a procedure for maintaining access to all accounts in Categories 1-3, public or private, to ensure compliance with this Policy.
 - o The Marketing Director, in conjunction with the relevant Programme Manager, has authority to instruct an Account Administrator to remove content from any NMIT Social Media Account that may result in legal liability to the Institute.

RESPONSIBILITIES WHEN CONTRIBUTING TO SOCIAL MEDIA

Staff must conduct themselves in such a way as to uphold the dignity, standing and reputation of the Institute, and to refrain from any conduct which might bring discredit to NMIT.

Users are responsible for the content they upload, share or comment on - to any account under Categories 1 - 5 and in doing so must adhere to the Social Media Policy, other related Policies and the NMIT Social Media Guidelines. ALL social media activity is bound by the Harmful Digital Communications Act which is designed to address cases of cyber-bullying.

NMIT staff should also be aware of the confidentiality obligations of their employment agreement and nothing in this policy should be read as reducing or setting aside these obligations. Any breach of this policy may be considered a disciplinary matter by NMIT and may result in disciplinary action.

REFERENCES

INTERNAL

NMIT Academic Statute

Complaints Procedure

NMIT Social Media Guidelines

Preventing Harassment

Privacy Policy

Staff Charter

Staff Misconduct Procedure

Student Misconduct Procedure

Student Rules

EXTERNAL

www.otago.ac.nz/administration/policies/otago053056.html

<http://www.otago.ac.nz/administration/policies/otago053552.html>

<http://www.iml.uts.edu.au/elearning/netiquette.html>

<http://socialmediagovernance.com/policies/>

Harmful Digital Communications Act 2015