

## SOCIAL MEDIA POLICY

Policy number	7.0	Version	1.0
Drafted by	AARE Communications Coordinator & AARE Executive Office Manager	Date Approved	June 2023
Responsible person	AARE Secretary	Review Date	June 2024

### INTRODUCTION

Social media is an important tool that the Australian Association for Research in Education (AARE) uses to publicise its operations and solicit public support. AARE embraces the use of social media for the promotion of the association and its members, and delivery of member services. We are committed to ensuring that social media engagement connected with AARE is lawful, professional and respectful.

People covered by this policy will be collectively referred to as ‘**Users**’. This Social Media Policy outlines AARE expectations of Users when using social media or making public comments online.

### PURPOSE

The purpose of this policy is to encourage Users to generate appropriate social media content in connection with AARE.

It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of AARE and that posts made through its social media channels do not damage the reputation of the Association or its valued stakeholders.

### SCOPE

This policy applies to:

Employees	Directors	Officers	Service Provider & other Contractors (including employees of contractors)	AARE Executive Office Bearers and Members engaged in Association Work	Members
✓	✓	✓	✓	✓	x

Social media includes, but is not limited to, engagement on AARE social media channels including:

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>a) Twitter</li> <li>b) Facebook</li> <li>c) Website</li> <li>d) EduResearch Matters Blog</li> <li>e) YouTube/Vimeo</li> <li>f) iTunes/Podcasting</li> <li>g) LinkedIn</li> </ul> | <ul style="list-style-type: none"> <li>h) Padlet</li> <li>i) Groups.io</li> <li>j) Online chat forums/tools (e.g. WhatsApp, Messenger)</li> <li>k) and any other new forms of social media that AARE may use or that may emerge from time to time</li> </ul> |
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AARE Members are reminded that their conduct will also be subject to the policies and procedures of their employing institution.

# 1. VALUES

- 1.1 AARE's social media use shall be consistent with the following core values:
- a) **Honesty, Integrity, Ethical and Legal Standards, Respect:**  
AARE will not knowingly post incorrect, discriminatory, defamatory or misleading information about our own work or the work of other organisations or individuals. In addition, we will curate a safe and trusted online environment and commit to posting in accordance with organisational Code of Conduct, Terms & Conditions, Privacy and other relevant policies.
  - b) **Professionalism:**  
AARE's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Users may, as appropriate/authorised, post on behalf of AARE using online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
  - c) **Information Sharing:**  
AARE encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, and of interest to our members. This can include information about research, events, member news and other information that is considered useful to members.

# 2. POLICY

- 2.1 All posts that relate to AARE must meet content guidelines for use of social media. This includes:
- a) posts on behalf of, or connected with, AARE's social media accounts (**Professional Social Media Use**);
  - b) posts on User's own social media accounts (**Personal Social Media Use**).

## 2.2 Professional Social Media Use

The Communications Coordinator, with support from the Executive Management Team as required, may approve an individual to post on behalf of AARE's social media accounts (**Approved Poster**). In determining who should be an Approved Poster, the Communications Coordinator may consider:

- a) the individual's role in AARE;
- b) whether the individual has the appropriate communication skills;
- c) what understanding the individual has of the risks of social media use;
- d) current and former responsibilities and how the individual performed in those roles.

Only Approved Posters should have access to social media account passwords and logins.

The Communications Coordinator will keep records of Approved Posters, with support from the AARE Office and review the appropriateness of approvals on an annual basis.

## 2.3 Personal Social Media Use

Users must ensure that they don't use a AARE email address to register personal social media accounts.

Users may engage in Personal Social Media Use about or connected to AARE without prior approval, provided that the use complies with the Social Media Policy, Content Guidelines and Procedure.

### 3 CONTENT GUIDELINES

- 3.2 AARE respects the right of Users to participate in political, advocacy and community activities.
- 3.3 Users should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. AARE expects Users to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.
- 3.4 When engaging in Professional Social Media Use, AARE expects that Users will:
- a) promote the best interests of AARE and make contributions relevant to AARE members;
  - b) be professional and respectful;
  - c) refrain from the following at all times:
    - i. harassment, abuse, threats or intimidation;
    - ii. discrimination of any kind;
    - iii. defamatory comments;
    - iv. misleading or deceptive statements or inferences;
  - d) respect privacy – i.e. not share the personal information of others (such as names, email addresses, private addresses or phone numbers) and check before posting images or information directly related others e.g. photos, award winners, publication announcements;
  - e) only post material (such as photos, videos and quotes) that does not infringe on the intellectual property rights of others;
  - f) comply with AARE's Code of Conduct, Terms & Conditions, Privacy and other relevant policies.

### 4 RESPONSIBILITIES

- 4.2 The President and Secretary have management accountability for the organisation's Social Media Strategy.
- 4.3 AARE Members shall elect an Executive Communications Coordinator who has responsibility for overseeing and delivering the organisation's Social Media Strategy. Their role includes:
- a) determining which social media platforms are most appropriate for AARE to engage in, and revisiting these from time to time;
  - b) coordinating and disseminating social media posts that are in keeping with AARE's mission, core values, and policies;
  - c) with guidance from the President and/or Secretary, taking appropriate and timely action to correct or remove inappropriate posts (including defamatory and/or illegal content), to minimise the risk of a repeat incident where possible and to repair relations with any persons or organisations offended by a post deemed to be inappropriate;
  - d) moderating and monitoring public response to social media, such as Twitter and Facebook replies, to remove trolling, spamming, offensive or inappropriate replies where possible, or caution offensive posters, and to reply to any further requests for information generated by the post topic;
  - e) developing a strategy for expanding AARE's social media footprint over time.
- 4.4 Approved Posters may post on behalf of AARE using the organisation's online social media profiles (see clause 2.1).
- 4.5 Users other than Approved Posters
- a) may, from time to time, post or comment on the activities of AARE, however must not make comments that are, or could be perceived to be made on behalf of AARE, rather than an expression of a personal view;
  - b) must be mindful that their behaviour is bound by AARE's Policies, Procedures and Code of Conduct, and subject to the policies and procedures of their employing institution, even outside work hours.

## 5 BREACHES

5.2 If a User breaches this Policy or associated Procedures, they may be subjected to disciplinary action, (e.g. rescindment of Professional User status, requirement to step down from their appointment, revocation of membership) as determined by the AARE Complaints Policy and Procedure, outlined in the AARE Code of Conduct.

## 6 RELATED DOCUMENTS

- AARE Code of Conduct
- AARE Privacy Policy
- AARE Terms & Conditions
- AARE Community Guidelines
- SIG Social Media Guidelines

## 7 LEGISLATION & INDUSTRIAL INSTRUMENTS

- Copyright Act 1968 (Cth)
- Privacy Act 1988 (Cth)
- Defamation Act (state and territory specific)
- [State and National equal opportunity anti-discrimination legislation](#)

*This policy & procedure is not intended to override any industrial instrument, contract, award or legislation.*

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### AUTHORISATION



Date Policy approved by AARE Executive Committee: 16 June 2023

Professor Annette Woods, Secretary

Australian Association for Research in Education