Social media guidelines

ADVANCEMENT OFFICE
THE UNIVERSITY OF MELBOURNE

SOCIAL MEDIA STYLE GUIDE AND UNIVERSITY VOICE

These guidelines are for alumni groups to understand the University's approach to engaging with alumni through social media platforms. We request that alumni groups endeavour to reflect the University's style and voice.

PERSONA

In all its social interactions, the University draws on the persona of an established academic with a passion for learning: the kind of teacher who uses students' own interests to enrich lectures, mastered the projector on day one, and loves to be corrected when wrong.

EXPRESSION

We are open to new words, new media and new modes of expression. Memes, emoticons, emojis, and acronyms are fine, but always use correct grammar and spell out individual words out. 'LOL' is fine; neither 'Thank youse' nor 'Tnk u' are acceptable.

SPELLING

Use direct, everyday English with Australian spelling (eg recognise, not recognize) and ensure the use of the correct synonym (eg their, there, or they're).

INTERESTS

Take any opportunity to show that the University and its alumni are proud of its students, staff and alumni, recognising their achievements big or small. We take an interest in new discoveries and intellectual challenges. We love to talk about our research and make researchers discoverable.

TONE

Be encouraging, collaborative and positive. We will see the best, even in our competition, and collaborate, rather than defend. Free speech is important to the University, even when it is critical of the University.

FACT CHECKING

Adhere to the truth. If necessary, check with the UoMA Office before posting. If you get something wrong, admit it with grace and thank those who make the correction: learning takes a lifetime!

ROLES AND RESPONSIBILITIES

MONITORING AND POSTING

Community managers are responsible for daily monitoring and posting on their social media accounts; and for responding to enquiries where appropriate.

RESPOND

Direct enquiries

Such as:

- Posts to Facebook wall or comments under a Facebook post

- Tweets directly to your alumni group account

- Queries sent to the University via your channels (LinkedIn, Instagram, Twitter, Weibo, WeChat)

Indirect enquiries

Where a user asks a question that is not specifically directed at the University, but where the University can provide further information, it may be appropriate to respond by including the official alumni accounts, @unimelbalumni on Facebook and @unimelbalumni on Twitter.

Posts that feature #unimelbalumni or #uomalumni on Instagram or that are favourited or retweeted on Twitter may be embedded in the University's official Alumni Relations social media accounts, it is important to bear this in mind when choosing whether or not to take these actions.

Taking enquiries offline

In some cases you may need to direct users to email their enquiry. For example:

- The user needs more space to explain their enquiry in detail, this is particularly relevant for Twitter

- The user needs to provide sensitive or private information (eg student number, phone number, address)

- Where there is reputational risk to the University best dealt with privately. For example:

  "When a university official seems to be prejudiced against someone's application is there any way of getting help?"

  "Very disappointed with your student services, post graduate students that pay high fees should be better treated. #shame #postgrad"

These users should be directed to the UoMA Office in the first instance. Once the offer has been made to converse via email, the respondent must be your priority.

DON'T RESPOND

Posts directed at the general University community

For example:

- eg "Anyone going to Dookie on Sunday for the July 1st starting course (irrigation and water management)?"

Photos that are posted on our Facebook wall or tagged #unimelb on Instagram

A simple 'like' will suffice, unless there is an accompanying question or it is appropriate to offer congratulations (eg a graduation photo).

Tweets that mention our name, but which are not specifically directed at us

Unless there is overwhelmingly negative or positive sentiment, these tweets can be ignored. If the sentiment is positive, or the content is likely to be of interest to the broader University community, a retweet may be appropriate.

Events that are shared on our Facebook page

Assess event quality while you are reviewing and remove or hide any low-quality or suspect looking events that don't seem related to the University or to alumni.

Posts demanding a University response to an academic's views or opinions

The University cannot be seen to question an academic's expertise, but will not necessarily endorse these views from a corporate perspective. In most cases, no comment should be made on these posts. Contact the University social media team for further advice.

GUIDELINES FOR DEALING WITH CONTROVERSIAL CONTENT

MODERATION AND BANNING RECORDING PROCESS

You must keep records of any:

- Warnings given to users behaving inappropriately (whether issued privately or publicly)

- Deletion of any user content

- Banning of users from any account

- Illegal activity

If you encounter any of these issues, contact the UoMA Office, providing:

- **Account** – and platform (eg Facebook)

- **Description of post or comment** – provide as much information as possible; including text, images, and context if relevant

- **Username** – and actual name and username if available

- **Action taken**

- **Screenshot name** – screenshots are to be taken and stored in a private folder.

OFFENSIVE LANGUAGE

These guidelines give English examples, though the same guides can be applied to other languages.

Within limits, strong wording is acceptable. Our community is a young one and the occasional use of words such as 'f**k' are part of their use of English. However:

- Profanity directed at or against another person is never acceptable.

- Words most often used in a derogatory context by users of Australian English are not acceptable (eg 'b**ch', 'c**t', or any racially vilifying names). Do not get into arguments over this definition: you can say (eg) "I'm sorry, we have a wide audience, believe some may be offended by this, and are playing it safe."

Users may not post any material that is:

- Abusive, threatening, defamatory, discriminatory or obscene

- Fraudulent, deceptive or misleading

- In violation of any intellectual property right of another

- In violation of any law or regulation. In particular, be on the lookout for any material that could be breaking Australian defamation laws.

  This website has a handy explainer: https://www.thelawproject.com.au/defamation-law-in-australia

TROLLING AND PERSONAL ATTACKS

Any act of trolling should be ignored, and hidden if on Facebook. If it escalates and the troll continually spams the page with offensive remarks, then block or ban the troll. Any personal attacks on other alumni will be immediately deleted.

If a member of our alumni community is being targeted by trolls, you may want to reach out to them to see if they are okay and if they need any assistance or support. The UniMelb Social Media team has some guidelines for providing assistance in these situations. Please email social-media@unimelb.edu.au for advice.

COMPLAINTS AND GRIEVANCES

If people complain about the University or its business practices, offer to assist by directing them to the UoMA Office. Trying to help is important, but don't feed the trolls.

If people abuse individuals, take a screenshot and delete their post. If they come back, explain why the post was deleted. If they persist, block them and explain why.

PROTECTING THE PRIVACY OF OUR FOLLOWERS

If an alum posts personal information about themselves (such as an address or email), hide the post and send a message to them explaining why you have hidden their post.

ESCALATION

STAGE ONE

When the question is sensitive but not urgent such as strong criticism of the University or a worrying question (eg *"The portal is down what do I do??!"*, followed by a few likes or other comments), call the UoMA Office.

If you are concerned, never hesitate to make contact outside of business hours, even if you think it may only be a small issue. A false alarm is better than a nasty surprise.

STAGE TWO

If no one can be reached, or if you are faced with a serious issue with implications for people's safety and/or the reputation of the University, escalate to:

University of Melbourne Media Team
E: media-enquiries@unimelb.edu.au
T: +61 3 8344 4123

CONTACT US

UoMA Alumni Office
University of Melbourne
T: +61 3 8344 1746
E: jennifer.williams1@unimelb.edu.au

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/UOMAlumni

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#unimelbalumni, #uomalumni

unimelb.edu.au/alumni/about/contact/wechat