Social Media Manual

Updated July 2018

Federation
UNIVERSITY • AUSTRALIA

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Introduction

At Federation University Australia (FedUni) we acknowledge and encourage the use of social media by the University community for the purposes of learning, engaging, connecting and collaborating.

This document has been created to assist FedUni personnel to use social media in an effective, responsible and professional manner, and it must be used in conjunction with the Social Media Policy and Procedure (which are available at http://policy.federation.edu.au/).

While social media can strengthen and promote the FedUni brand through dynamic and engaging content, poor interactions and inadequate site-management can be damaging. The purpose of policy and procedure is to assist personnel to understand the expectations and requirements surrounding their use of social media.

The emphasis of policy and procedure is on best-practice, guiding principles of behaviour and a common sense approach to the use of social media. The overall aim is to ensure that all FedUni personnel who engage in social media:

- understand and adhere to University policies and procedures;
- have a clear understanding of the audience(s) they want to reach, and the goal/purpose for reaching out to those audiences;
- respect the views and rights of individuals; and
- do not compromise FedUni's legal obligations.

Any queries or concerns in relation to the detail outlined in this document should be communicated via email to: socialmedia@federation.edu.au

Averill Deans
Social Media Coordinator
Marketing and Communications
Building A, Mt Helen Campus
Telephone (03) 5327 6606

Training

All staff at FedUni are encouraged to undertake Social Media Training Modules 1, 3 and 4.

Training Module 2 covers the use of Hootsuite, and access to this system is limited due to licensing costs. If you believe you require access to Hootsuite please contact the Social Media Coordinator to discuss further.

Training Module 1: Getting started on FedUni social media

FedUni shares responsibility for social media through the use of 'champions' across all areas of the university. Once you are given approval by your line manager to become a champion, you are required to complete this training module.

This module covers the what, where and when of social media from a staff perspective. Please action the following steps, in the order listed below:

Step 1

Watch training videos
The following two videos are stored on FedFlix. If you are unable to view the videos please log a job with ITS

Click: The basics of social media (7 minutes)

Click: General information for all staff (8 minutes)

Step 2

Read the University Policy & Procedure
It is important that you have read and understood the following documents (which are available at http://policy.federation.edu.au/). If there is anything you are unsure of please email socialmedia@federation.edu.au

Click: Social Media Policy

Click: Social Media Procedure

Step 3

Read this manual
There is important information in this manual that you need to be aware of. Please ensure you read the manual in its entirety so you know where to go to for information in the first instance. If you have suggestions for content changes, or content that you feel should be included in the manual please email socialmedia@federation.edu.au

Training Module 2: Getting started on Hootsuite

FedUni uses the online management tool 'Hootsuite' to coordinate its use of social media. This tool has many features, which you will be introduced to after you have completed this training, but essentially Hootsuite allows authorised users to securely access and schedule content to the University's social media accounts. It also allows users to search for and comment on content, and to assign items for action to the appropriate area of the University.

This module covers how to access to this system, and how to use the basic functions. Please action the following steps, in the order listed below:

Step 1

Watch training video
The following video is stored on FedFlix. Click: Getting started on Hootsuite (16 minutes)

Step 2

Email confirmation of completion
Once you have completed Training Module 1, and you have also watched the training video in this module (above) please email socialmedia@federation.edu.au with the following message:

I have completed Social Media Training Modules 1 & 2.
Can you please send me log in details for Hootsuite?

Upon receipt of your email, the social media team will either call you (if further information is required), or send you log in details for Hootsuite.

Additional Hootsuite support

Once you are set up on Hootsuite you may want to watch these additional training videos. The following two videos are stored on FedFlix.

Click: Assigning content to others (2.45 minutes)

Click: Posting the same message to multiple platforms (4.35 minutes)

Training Module 3: Developing a content strategy

Before you embark on social media posting, you need to have a strategy in place to ensure what you're doing is beneficial.

Please ensure you have completed Training Module 1 prior to developing your strategy.

Step 1

Watch strategy development presentation
To assist you in strategy development please watch this presentation and print out the presentation notes to assist with the use of the documents and templates:

Click: How to develop a strategy (ppt, 1.5mb)

Click: Presentation with notes (pdf, 848kb)

Step 2

Download documents and templates
Print out these documents and use them to assist with strategy development.

Click: Goal Mapping (docx, 18kb)

Click: Know your Audience (docx, 80kb)

Click: Create a post (docx, 16kb)

Step 3

Once you have drafted your strategy please email socialmedia@federation.edu.au to arrange a time to meet Averill Deans, Social Media Coordinator to discuss the next steps - from finalisation of the strategy through to implementation and execution on FedUni accounts.

1800 FED UNI | federation.edu.au

CRICOS Provider No. 00103D

Training Module 4: How to write & publish content

This module will guide you on how to write a basic post, how to get it published, and how to reach your target audience.

Whenever possible, content must be submitted at least 48 hours prior to publish date. If your message is urgent please call 5327 6606.

How to write a post for publication

It is helpful to develop your post in a word document rather than directly into a platform. This way you can check spelling, grammar and character counts, and share with colleagues for approval.

Step 1
Commence with a headline - an opening statement or question (maximum 60 characters)

Step 2
Provide additional information (maximum 300 characters)

Step 3
Instruct the audience – tell them what to do

Step 4
Provide a URL weblink (preferably to the FedUni webpage) for further information

Step 5
Include an image or video

Words
When writing content it is important to be:

- Accurate – check your spelling, and check your facts
- Direct - have an identifiable purpose
- Brief - you have 2-3 seconds to capture attention so the first 2.5 lines of text are the most important
- Outcome driven – give the audience a task (e.g. Click the link / Find out more / Comment below)
- Understandable - be mindful of English language barriers (avoid slang and acronyms)
- Informative and inviting - don't lecture or patronize the audience
- Include hashtags (refer to page 9)

Images
Posts must have an accompanying image or video.

- Refer to Images and testimonials (page 31)
- Avoid stock images – use images of FedUni staff or students when possible
- Images must be high-resolution (300 dpi with a file size of at least 1MB but less than 5MB).
- Videos should be high-resolution and between 3 to 30 seconds maximum
- Ensure there is less than 20% text overlay on you images – no text overlay is preferred
- Do not use PDF documents, instead add the PDF to a webpage and direct users to the web

Events

- Posts which are seeking community participation can be advertised on Facebook as an 'Event'.
- Content submitted via the eForm or Hootsuite which is clearly for an event will be converted into this format (you cannot create an event directly from Hootsuite at this time).
- Events must include:
  - o Event name
  - o Event date
  - o Start and end times
  - o Venue
  - o URL link to booking domain (if applicable)
  - o Brief description
  - o Cost (if applicable)
  - o A rectangle image (minimum 1200 x 630 pixels)
  - o Details of the target audience

Submitting content for publication

Any member of staff, from across the university, is able to submit content for publication by using the General Content eForm. Content is not automatically posted, so if submitted content is not suitable for social media the staff will be contacted to discuss the most appropriate alternative.

Step 1

Obtain authorization from your manager to publish the message, if necessary.

Step 2

Complete the General Content eForm if you do not have a Social Media Champion with access to Hootsuite in your area.

Click: A list of Champions is available here

NOTE: If you submit a Content eForm you do not receive a system notification that the form has been successfully submitted.

If you do not receive an email response from socialmedia@federation.edu.au within 24hrs please email to enquire on the progress of your submission.

Training Module 4: Hashtags

What is a hashtag?

- Click: Watch this video on FedFlix
- Hashtags are keyword used within a social media message, as a means of categorising content.
- A hashtag allows you to search and connect with other social media users based on a common theme or interest.
- They are predominantly used on Twitter, Instagram and Pinterest, and are also used on Facebook to a lesser degree.
- Hashtags are not case-sensitive, but capitals are often used to improve readability.

Creating a new hashtag

- Avoid using a redundant description (i.e. don't add the year – try and extend and reuse the hashtag for the same campaign each year)
- Avoid using 'FedUni' in the hashtag, instead look at what else already exists that is relevant to your audience and message (i.e. #LearnToSucceed or #StudyAbroad)
- Always use your new hashtag in conjunction with #FedUni

#FedUni hashtags

Make sure you include #FedUni on posts so your message is part of the University's collective conversation. Other hashtags that are actively promoted by the University include:

#Gippsland	#StudyAustralia	#FedUniArt
#Ballarat	#StudyAbroad	#FedUniSTEM
#Wimmera	#InternationalStudent	#FedUniBusiness
#Berwick	#UniLife	#FedUniLiving
#Brisbane	#ATAR	#FedUniAlumni
#Malaysia	#VCE	#FedUniOpenDay
#Australia	#LearnToSucceed	#FedUniOWeek

Current Student Hashtags:

#FedUniBallarat	#FedUniWimmera	#FedCollege
#FedUniBerwick	#FedUniOnline	#FedUniSenate
#FedUniBrisbane	#FedUniMalaysia	
#FedUniGippsland	#FedUniTAFE	

Training Module 5: Where to publish content

Step 1

Determine your audience.

Be sure to consider options aside from social media (e.g. email, web, Moodle, FedUni News)

Step 2

Identify which platforms align with your target audience.

External audience platforms

Network	Primary Target Audience	URL Link
Facebook	Prospective students (globally) Prospective student influencers Alumni Community & Industry stakeholders	www.facebook.com/FedUniAustralia
Instagram	Prospective students (16-35 years) Prospective student influencers	www.instagram.com/feduniaustralia
Twitter	Prospective student (mature-age) Prospective influencers Alumni Community & Industry stakeholders	www.twitter.com/FedUniAustralia
YouTube	Prospective students (particularly international)	www.youtube.com/feduniaustralia
LinkedIn	Alumni Prospective student (mature-age) Prospective student influencers Community & Industry stakeholders	Log in with your personal profile and then go to: www.linkedin.com/school/federation-university-australia/
Google+	Primarily used as a mechanism for improving search words on Google	plus.google.com/+FedUniAustralia
Snapchat	Prospective students (13-25 years)	

Current student platforms

Network	Primary Target Audience	URL Link
Facebook	Ballarat, Berwick, Gippsland	www.facebook.com/FederationGeneration
Moodle	Wimmera	N/A contact via Course Coordinators
Facebook	Brisbane	www.facebook.com/groups/207740689975895
Facebook	Online	www.facebook.com/groups/1543742799222538

Step 2

Identify which platforms align with your target audience:

- If you are submitting a General Content eForm you can tick the platforms you would like to post to.
- Through Hootsuite you can decide the platforms to schedule content to.

NOTE: The Social Media Coordinator may redirect your content to a suitable platform.

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Training Module 6: Paid advertising

Paying to reach the audience

The success of content which we do not pay for (i.e. organic content) is very limited. It is estimated to be around 2% of the account following.

For example, if your Facebook Page has 5,000 Followers only 100 people will receive a standard post. However, this figure can be further diminished by the quality of the post (i.e. If it doesn't include an image, or it contains an image with text overlay the post will be further demoted in your Follower's feed).

The good news is that paid posts can be extremely targeted, for minimal cost. Additionally, tracking and remarketing to paid audiences is possible, which makes your campaign all the more effective.

To undertake paid advertising on social media complete the following steps:

Step 1
Set your budget, and the dates for advertising

Determining how much budget you require can be trial and error. You can start with as little as $20 over 24hrs.

It is a good idea to test the effectiveness of paid advertising and start with a low dollar amount over a short time period. You can also stop advertising early and make adjustments to the campaign if you don't believe it is working effectively.

Step 2
Determine your goal.

What do you want the audience to do when they receive your message. This is a key consideration of any post, but with paid advertising you can optimize for certain outcomes (i.e. clicks to website).

Step 3
Determine your audience.

Advertising can be targeted by age, gender, geographical location, interests and key words. It is important to identify who the audience is, or if there is more than one audience type, so that your post can be delivered to the people most likely to provide your desired outcome.

Step 4
Start the advertising

- If the post you want to pay for is already published on social media, take a screenshot and email that along with the information in steps 1-3 to socialmedia@federation.edu.au
- If you are submitting a General Content eForm there is a section for Paid Advertising which you can complete.
- If you are scheduling content through Hootsuite email socialmedia@federation.edu.au with the information in steps 1-3.

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Training Module 7: Monitoring & analyzing content

Monitoring content

If you post content to social media it is important to monitor that post closely for enquiries and comments. If a response from FedUni is required, and you don't have access to post from the FedUni account, please email socialmedia@federation.edu.au with a URL link, and a draft response.

Time
- All messages should be responded to within 24 hours (during the work week)
- All messages should be resolved as soon as possible

How to respond
- All direct messages should be responded to via Hootsuite

Who should respond
- Student HQ monitor inbound content on a daily basis and assign content to other areas of the university if necessary
- If a response is outside your area of expertise you must not respond without approval / direction from an appropriate staff member

Analytics

Data reporting capabilities are built in to all social media platforms (some more so than others) and content reports can be generated to measure the impact of your social media activity. This is an important aspect of social media – if content is not achieving the desired outcome, the approach needs to be reviewed and changed.

Platforms change and evolve regularly and generally without warning, so having the flexibility to adjust strategy and allow testing of features and content styles is essential.

Success measures depend on the goal you are wanting to achieve.

Success measures / desired response
- Increased direct messaging
- Increased clicks to federation.edu.au (and decreased bounce rate)
- Increased post engagement – interaction with content (Likes, Comments, Shares)
- Increased following
- Increased positive page reviews
- Increase in enrolments

To discuss analytics further please email socialmedia@federation.edu.au

Training Module 8: Issues on social media

Content should be monitored each working day to ensure issues are identified promptly and actioned to mitigate damage to reputation, brand or person.

Issues will fall into one of three categories, each requiring a varying degree of deliberation.

Traffic light system

LEVEL	TYPE	ACTION
WAIT	Before acting, seriously consider the benefits of allowing conversation to follow its natural path, as social media is considered a natural form of communication. If however, a comment or activity does require input from FedUni, then ensure comments are positive and respectful– the aim is to achieve a positive outcome, not to win.	
GREEN	Trivial comment	Respond only if appropriate
	Enquiry within knowledge base	Respond
	Contravening content	Screenshot and add to SM Issues Database then delete/hide on platform
	Spam	Mark as spam
AMBER	Enquiry or low level complaint **outside** of knowledge base	Email the appropriate SMC (or other personnel) and request a written response. Where possible respond publically and state that "further enquiries or concerns can be directed to info@federation.edu.au"
	Enquiry or low level complaint **within** knowledge base	Respond publically and state that "further enquiries or concerns can be directed to info@federation.edu.au"
RED	Comments that evoke inflated negative fan interaction	Contact the party responsible for posting with a courteous private message, which outlines: - The site's disclaimer (as outlined on the previous page) - FedUni Social Media Policy and Procedure - If the interaction continues follow escalation process
	High level complaints	Follow escalation process
	Hostile cause groups	Follow escalation process

Issues Escalation Process

1: You identify an issue

Issue
Identified

Issues may be the result of content that is:

- offensive
- misleading
- threatening
- contravenes University policy or law

2: You escalate the issue to the Social Media Coordinator

Social Media
Coordinator
(SMC)

Issues should be escalated to the Social Media Coordinator:

- If you are unsure of what to do
- When you believe the issue is heading to the RED section of the Traffic Light System
- If the issue is on an unofficial site

3: The Social Media Coordinator escalates the issue

Area & PR Manager

Legal Team

VCST Team

If the Social Media Coordinator cannot contain the issue:

- Relevant managers will be advised, and collectively they will seek advice from Legal.
- At this point a decision will be made on how to proceed.
- The relevant member(s) of the Vice Chancellor Senior Team will also be advised.
- The issue will remain at this point until it is resolved.

4: The Social Media Coordinator closes the process

Issue
Resolved

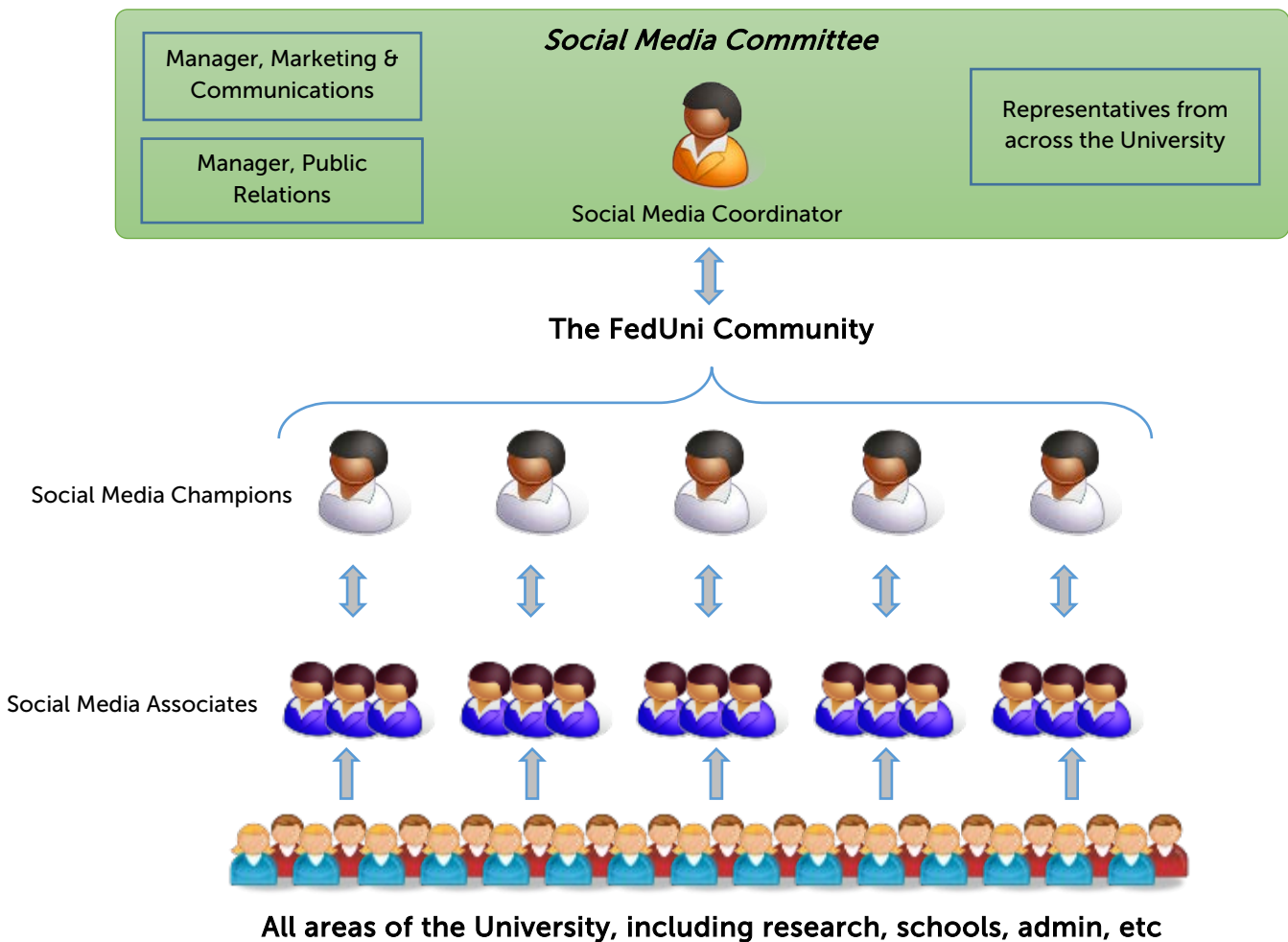Once the issue is resolved the Social Media Coordinator will:

- Debrief with the Legal Team and Marketing and PR Managers to review the escalation process, and determine process improvements
- Brief the SMCs on the outcome, and how to deal with similar issues in future
- Log the issue in the 'SM Issues Database'

FedUni Social Media Structure

Universities are a large and complex organisations, and as such FedUni uses a decentralized model of management. The responsibility of creating and monitoring content is distributed across all areas of the University through Social Media Champions (SMCs) and Social Media Associates (SMAs), under the guidance of the Social Media Committee.

The Social Media Coordinator works with the Committee along with other senior personnel from within the Marketing and Public Relations Team.

Refer to the following page for more detail on this roles, and the Social Media Policy and Procedure for more detail on this structure.

Social Media Committee

Manager, Marketing & Communications

Manager, Public Relations

Representatives from across the University

Social Media Coordinator

The FedUni Community

Social Media Champions

Social Media Associates

All areas of the University, including research, schools, admin, etc

Social Media Coordinator

The Social Media Coordinator role sits within Marketing and Community Engagement.

The role is responsible for:

- Project coordination and reporting to the Social Media Committee
- Campaign advertising on Tier 1 accounts and real-time review/adjustments
- Statistical analysis and reporting; and
- Coordination of social media across all areas of the university

Coordinating social media across the university includes:

- Staff training (e.g. content development, best-practice and policy compliance)
- Monitoring accounts and content for policy compliance and managing issues through to resolution
- Reviewing / editing / approving content for publication (via Hootsuite and email submission)
- Seeking out and creating content as required
- Being a central point of contact for staff enquiries
- Publishing critical incident communications on social media, as directed

Social Media Champions (SMCs)

SMCs are trained staff who represent their area of the University. They create content for publication, managing content assigned to them for resolution, and relay information and updates back to their area as necessary.

They may also be administrators of official FedUni social media accounts in which case they monitor policy compliance for the account and all content posted on it.

A FedUni SMC must:

- undertake FedUni social media training with the Social Media Coordinator
- conduct online engagement in line with content planning, FedUni policy, guidelines and other supporting procedures and instructions
- ensure they identify themselves as a FedUni representative through the use of official branding on the account (FedUni name and logo) and / or in a clear and transparent manner when promoting or representing FedUni on any other social site
- refrain from posting information outside their area of expertise or knowledge – and actively seek assistance if required to represent areas outside their area of expertise or knowledge

An SMC must have knowledge and understanding of:

- social network features and their operation, including privacy settings
- Terms of Service related to the social media platforms in which they are interacting
- the *Moderating Content on Social Media Procedure* so they are able to update and moderate content on social media in the correct manner
- be committed to ongoing professional development in social media by attending meetings, conferences, training sessions, reading articles and online resources or any other method – with the aim of being aware of evolving trends and best practice principles.
- provide site access and reports to the Social Media Committee when requested

Social Media Associates (SMAs)

SMAs are personnel who directly assist a Social Media Champion to gather content for social media accounts. They don't manage accounts – that role belongs to SMCs.

A FedUni SMA must:

- conduct online engagement in line with FedUni policy, guidelines and other supporting procedures and instructions
- ensure they identify themselves as a FedUni representative through the use of the FedUni name
- ensure they identify themselves in a clear and transparent manner when promoting or representing FedUni on a social website
- refrain from posting information outside their area of expertise or knowledge, particularly in relation to corporate matters
- have knowledge and understanding of Terms of Service related to the social media platforms they are interacting on
- update and moderate content on social media in accordance with the *Moderating Social Media Content Procedure*

Staff Contacts

A current list of SMCs is available on federation.edu.au/socialmedia under the 'Staff Information' tab (click here)

If your SMC is unable to assist with your enquiry please contact the Social Media Coordinator:

Averill Deans
Marketing and Communications
Building A, Mt Helen Campus
Telephone (03) 5327 6606
socialmedia@federation.edu.au

Account Hierarchy

The social media hierarchy of accounts is structured to cater to particular audiences, and reduce misrepresentation of the FedUni brand.
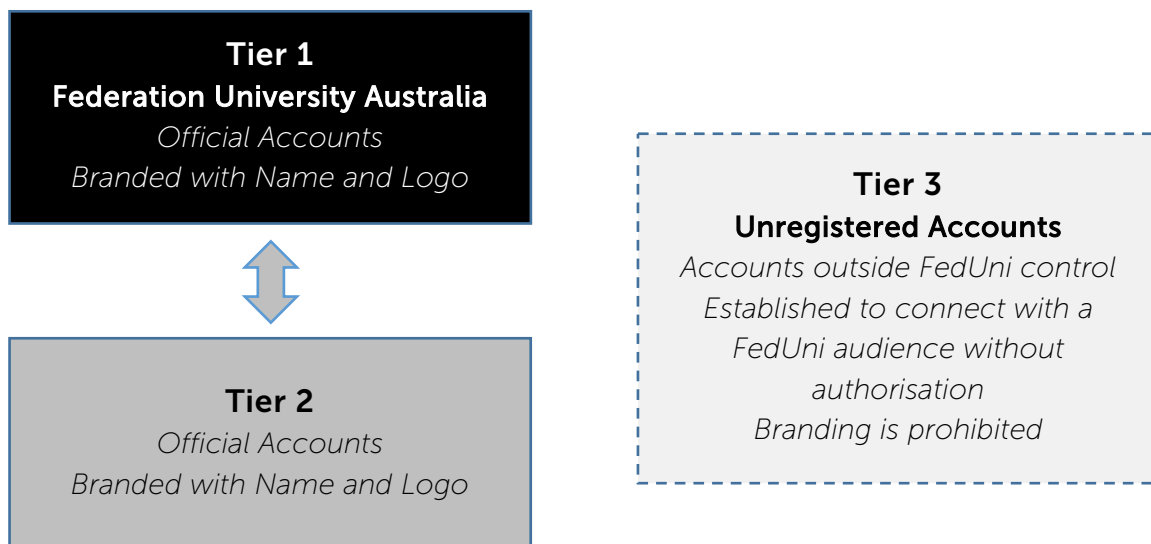
Tier 1 Accounts
- Audience: Prospective students, alumni and community stakeholders (to a lesser degree current students).
- Tier 1 accounts are the top level Public Relations and Marketing accounts (across all platforms we are active on).
- These accounts are used to publish content about events, successes, showcase university offerings, media releases and advertising.
- The website directs users to these accounts, and they are listed on marketing and PR printed materials.

Tier 2 Accounts
- Audience: Current students
- Tier 2 accounts are additional accounts which the University has control over.
- These accounts are intended to provide information to current students, and to represent FedUni in a manner that will also be of interest to our prospective audience.
- These accounts are regularly reviewed by the Social Media Committee.

Tier 3 Accounts
- Tier 3 accounts are those which FedUni has no control over.
- They have been established without the Social Media Committee's knowledge or approval.
- Branding with the FedUni name and/or logo without approval is prohibited.

Tier 1
Federation University Australia
Official Accounts
Branded with Name and Logo

Tier 2
Official Accounts
Branded with Name and Logo

Tier 3
Unregistered Accounts
Accounts outside FedUni control
Established to connect with a FedUni audience without authorisation
Branding is prohibited

Platform Guidelines

This section covers the expectations for content on Tier 1 platforms - content style and target audiences differ across platforms, so messaging must be adjusted accordingly.

Refer to Training Module 4: How to write a post (page 13) for instructions on post construction, which is relevant across all platforms.

Facebook

Account Overview

Account Access
- Public URL link: https://www.facebook.com/feduniaustralia
- Posting access for FedUni Staff: Via Hootsuite
- Staff who do not have a SMC can submit a 'General Content eForm'

Strategic Goal(s)
- Align with the University's strategic goals - demonstrate that we are supportive, socially connected and globally progressive
- Reach target audience(s) via engaging organic content and paid advertising
- Provide prospective students with one FedUni Facebook account for all their non-course related University information.
- Increase the audiences sense of satisfaction, community and connectedness with FedUni

Target Audience
- Prospective students (globally) across all areas of study
- Prospective student influencers (parents, teachers, schools)
- Alumni
- Research community
- Academic and general staff
- Tree-changers (promotion of regional campus opportunities)

Content Requirements

Key messages
- Student recruitment advertising
- Media releases
- Student success stories
- Community engagement stories
- Research activities
- Campus updates
- Events / Important dates (where we are seeking external attendance)
- Critical announcements

Primary content contributors
- Media Relations (University, TAFE and College news and announcements)
- Marketing (advertising and prospective student recruitment activities)
- Alumni and Foundation Awards (advertising)
- Research services (high profile activities and publications)
- Faculties/Schools (community-focused engagement / events)
- TAFE and College (student study and alumni success stories)
- Student services (organic advertising of student support services) Content frequency

This section will to be reviewed as the page continues to grow, but at present the aim is 1 (one) post per day, and a target of 3-5 posts per week.

Events are not considered as part of the posting frequency targets. There is no limit to the number of events, the focus is on audience relevance.

Page rules of engagement
- Content aimed at domestic-non-partner current students must be posted on the Current Student Facebook page (facebook.com/federationgeneration)
- Hashtags are not a requirement, but can be used in line with the hashtag guidelines (page 9)
- The page must not be used for advertising external services that are not directly related to the University. External services can be redirected to the relevant area of the University (ie Student Connect or Student Futures) for wider communication
- The profanity filter must be set to 'High"

Page review
- This page will be reviewed on an annual basis by the Social Media Committee

Instagram

Account Overview

Account Access
- URL: Instagram.com/feduniaustralia
- General access: Via Hootsuite
- For live events direct access may be granted

Strategic Goals
The FedUni Instagram account is one of our primary social advertising platforms.

The goal of this account is to provide a visual snapshot of university life, a space where our audience(s) can scan and seek information and develop a sense of connectedness with FedUni.

The use of this account differs from our other Tier 1 accounts in that it will regularly be topic-focused for blocks of time. For example, coverage of sponsored events such as Ballarat Heritage Weekend mean that no other content can be posted to the page during that event period.

The exception to this is:

- Instagram Stories and IGTV, which do not appear on the Instagram feed; and
- Sponsored ads, which do not appear on the Instagram page, but rather are served to the target audience in the background.

Target Audience
- Prospective students
- Prospective student influencers (peers, parents, teachers)
- 'Tree-changers' (through promotion of regional campus opportunities)
- Current students

Content Requirements

Key messages
- Student life / Inclusiveness
- Academic / Study options
- Student support & services
- Community engagement

Primary content contributors
- Marketing (via advertising and prospective student recruitment activities)
- Social Media Champions
- Any area of the university that has a visually engaging topic-focus that fits with the page goals

Message tone
- Informative
- Questioning
- Relaxed and approachable
- Convey:
    o We are here for you - we will listen to you – tell us what we need to hear
    o We understand you
    o We are building a community
    o We are a Uni that does things differently

High Quality Images
- Posts to page must contain high quality images – they must be:
    o In focus
    o Have an obvious focal point that can be contained to a square size image
    o Unique
- Stories must be portrait size
- Images must be submitted in hi-res wide angle whenever possible.
- Do not alter the colour quality
- Images will be edited by Marketing after submission.

Video
- Video content is highly desirable for Stories and IGTV
- Video should be recorded in Portrait

Snapchat

Account Overview

Account Access

- Access is only available from a mobile device
- General access: Via discussion with the Social Media Coordinator
- For live events direct access may be granted

Refer to Instagram for all other information, as the approach to Snapchat can be duplicated.

Twitter

Account Overview

Account Access
- Public URL link: https://twitter.com/FedUniAustralia
- Posting access for FedUni Staff: Via Hootsuite
- Staff who do not have a SMC can submit a 'General Content eForm'

Strategic Goal(s)
- Align with the University's strategic goals - demonstrate that we are socially connected and globally progressive organisation with a focus on research and development
- Reach target audience(s) via engaging organic content and paid advertising

Target Audience
- Alumni
- Prospective mature-age and postgraduate students (globally) across all areas of study
- Prospective influencers (parents, partners, business networks)
- Research community
- Academic and general staff
- Tree-changers (promotion of regional campus opportunities)

Creating a personal Twitter account
- The 'New Account Application Form' is not required for staff Twitter accounts
- Staff are encouraged to use Twitter as a means of information sharing (ensuring policy compliance is adhered to all times).
- Information sharing is made simple through the use of the University's key marketing hashtag #FedUni.
- Additionally staff must ensure they:
    o identify themselves as a FedUni representative through the use of the FedUni name
    o identify themselves in a clear and transparent manner when representing the University
    o refrain from posting information outside their area of expertise or knowledge

LinkedIn

LinkedIn is a business and employment orientated social platform. Content posted to LinkedIn is expected to be business related: for professional development, job seeking and networking.

- Your connections will typically post or share professional opportunities, achievements and industry knowledge.
- You may receive targeted employment advertising for opportunities that align with your career experience.

Account Overview

Account Access
- Public URL link: https://www.linkedin.com/school/federation-university-australia/
- This page directly connects to people who have identified Federation University Australia as their place of work or study (past and present)
- Posting access for FedUni Staff: Via Hootsuite
- Staff who do not have a SMC can submit a 'General Content eForm'

Strategic Goal(s)
- Align with the University's strategic goals - demonstrate that we are socially connected and globally progressive organisation with a focus on research and development
- Reach target audience(s) via engaging organic content and paid advertising

Target Audience
- Alumni
- Prospective mature-age and postgraduate students (globally) across all areas of study
- Prospective influencers (partners, employers, business networks)
- Research community
- Academic and general staff
- Tree-changers (promotion of regional campus opportunities)

Creating a personal LinkedIn profile
FedUni Staff are encouraged to create their own LinkedIn profile.

- Use a professional image
- Nominate Federation University Australia as your place of work and/or study, even if you previously worked and/or studied under University of Ballarat.
- Add a summary about yourself outlining your career and aspirations, but keep it punchy and easy to read. Bullet points and simple paragraphs that readers can easily skim is a good approach.
- Connect with people from current and previous employment, as they can endorse your skills
- Connect with people you meet in the course of your work (e.g. from conferences and meetings)

University of Ballarat v Federation University Australia
- LinkedIn captures interesting (and anonymous) data, and nominating University of Ballarat as your place of work or education means you won't be captured in our data.

Brand compliance

Brand management on social media is an important aspect of ensuring platforms are identifiable and represent the University. The following aspects of FedUni accounts need to be brand compliant:

- Naming of the platform
    - o Once an account is approved for setup it should be named "FedUni ..."
    - o Existing accounts need to be updated to this naming convention
- Use of the logo:
    - o The Social Media Coordinator will provide you with a branded profile picture (example below)
- Cover images do not need to be branded, but the image should have a direct connection to the University

Profile pictures

The Social Media Coordinator will create and load a profile picture for your social media account, and can assist with renaming if necessary.

Account Administrators should not alter this image without consulting the Social Media Coordinator.

Cover images

Cover Images should not include a logo or text as it may not be screen responsive.

This image can be changed frequently if desired – this is encouraged, as it can help to represent seasonal / academic or other relevant activity.

Branding on posts

In most cases it is important content doesn't look like an advertisement – so branding on posts/content should be subtle, if used at all.

It is also important that content looks varied:

- 3-4 images will be much more compelling than a single, branded image.
- Consider using video content (the quality taken on an iPhone is generally fine)
- Test new features on sites, such as carousel posts on Facebook.
- The Facebook posts pictured below have not been formatted in any way. There is no branding, or text overlay. They are simple posts with three to four images and the text leads the audience back to our webpage.

Competitions on Social Media

When running a competition on any social media platform there are a number of steps that staff must undertake to ensure the competition complies with Australian gambling and competition regulations.

Approval from FedUni Legal Department
- The FedUni Legal Department must approve the competition Terms & Conditions prior to the competition commencing.
- To submit a job go to http://federation.edu.au/staff/governance/legal/requesting-legal-services
- To assist the Legal team, please use the Terms and Conditions template on the following page.
    - Copy and Paste this template
    - Update the template with the relevant competition details

Availability of Terms & Conditions
- Terms & Conditions must be made available to the general public for the duration of the competition
- Availability can include:
    - Placing a PDF version of the Terms & Conditions on a suitable webpage which is advertised as part of the competition marketing
    - Included as text or as a PDF on the social media platform (i.e. in the 'Notes' section of a Facebook page).

Domestic vs International competitions
The legal requirements for an international (or in some cases, even an interstate) competition can become quite complex. Please ensure that you disclose all relevant information to the legal team in the first instance.

Template: Competition Terms & Conditions

Please update (or note for advice) all highlighted sections of this template prior to sending to Legal Dept.

Terms & Conditions of Entry:
Australia Day 'Caption this pic' Facebook competition for chance to WIN a FedUni Hoodie

Information on prizes and how to enter form part of these Conditions of Entry.

Entry is only open to Australian residents who are aged 18 years and older, and who are registered as 'following' the official Federation University Australia (/FedUniAustralia) Facebook page during the time of the promotion, or earlier. Employees and immediate family members of the Promoter and/or any agencies associated with this promotion, are ineligible for entry. If you are under 18 years old as at the start date of the competition, you are required to obtain your legal guardian's permission to enter.

The Promoter reserves the right to verify the validity of entries and to disqualify any entrant who tampers with the entry process or who submits an entry that is not in accordance with these Conditions of Entry.

The promoter accepts no responsibility for late, lost or misdirected entries.

Promotion commences 09.00 AEST on Monday 26 January 2015. Promotion closes 24.00 AEST on Monday 26 January 2015 (the Promotion Period).

The judging will be conducted at Federation University's Mt Helen Campus at 09.00 AEST on Tuesday 27 January 2015. The winning entry will be the 'most creative', as deemed by the judges. The winning entrant will be announced on the official Federation University Australia (/FedUniAustralia) Facebook page. The winning entrant will also be notified via private message within 24 hours. Judges' decision is final and no correspondence will be entered into.

To enter, participants must subscribe, or already be subscribed, to the official Federation University Australia (/FedUniAustralia) Facebook page, and submit their entry via the 'Comments' section of the Koala picture (posted at 09:00 on Monday 26 January 2015). The comment must be a caption, suitable and relevant to the image of the Koala, and be in line with Federation University Australia's Facebook page (/FedUniAustralia) Terms of Use (which can be found in the 'About' section of the page).

The winning entrant will receive 1 x FedUni Hoodie. Options for sizing and colour of the hoodie will be negotiated with the winning entrant via private messaging, and will be subject to availability. To view options go to this website: http://fedunistore.federation.edu.au/collections/clothing

Total prize pool value is up to AUD $55 RRP incl. GST. The Promoter accepts no responsibility for any variation in the prize value. Prizes, or any unused portion of a prize, are non-transferable or exchangeable and cannot be taken as cash.

In the event that a prize, or an element of a prize, is/are not available, the Promoter reserves the right to substitute prize(s) in its discretion to the same and equal recommended retail value and/or specification subject to any written directions from the various lottery Departments.

If this competition is not capable of running as planned, for example, due to infection by computer virus, bugs, tampering, unauthorised intervention, fraud, technical failures or any other causes beyond the control of the Promoter, which corrupts or affect the administration security, fairness, integrity or proper conduct of this competition, the Promoter reserves the right in its sole discretion to disqualify any individual who tampers with the entry process, and, subject to any written directions given by the various Lottery Departments, to cancel, terminate, modify or suspend the competition.

The Promoter is not responsible for any issues or technical malfunctions of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, or traffic congestion on the Internet or on any web page, or any combination thereof, (including but not limited to) any injury or damage to participants or any other person's computer, related to or resulting from, participation in, or downloading of, any materials in this competition.

Any costs associated with accessing the Federation University Australia Facebook page is the entrant's responsibility and is dependent on the Internet Service Provider used.

The Promoter shall not be liable for any loss or damage suffered, either indirectly or via consequential loss, for personal injury suffered or sustained, as a result of participating in this promotion or accepting any of the prizes, except for any liability which cannot be excluded by law.

In the event of war, terrorism, state of emergency or disaster the Promoter reserves the right to cancel, terminate, modify or suspend the promotion.

The Promoter shall not be liable for any prizes and/or merchandise that is lost, stolen, forged, damaged or tampered with in any way.

All entries are deemed to be received at the time of receipt into the promotional database and not at the time of transmission by the entrant.

The Promoter collects entrants' personal information in order to conduct the promotion. If the information requested is not provided, the entrant may not participate in the promotion. Entry into the promotion, unless otherwise advised, allows the Promoter to use personal information in any media for the purpose for public announcements IF they are a winning entrant, without any further reference, payment or other compensation to the entrant, including sending the entrant electronic messages. Entrants' personal information may be disclosed to State and Territory lottery departments and names of winning entrants may be published, as required, under the relevant lottery legislation. A request to access, update or correct any information should be directed to the Promoter at their address set out below. All personal information collected will be in accordance with the Federation University Australia Privacy Policy which can be found on the Federation University Australia website: http://federation.edu.au/privacy.

Consent by the entrants includes use by the Promoter of the entrant's name, likeness, image and/or voice in the event they are a winning entrant (incl. photograph, film and/or recording of the same) in any media for an unlimited period of time without remuneration for the purpose of promoting this competition (including any outcome), and promoting any products manufactured, distributed and/or supplied by the Promoter.

The Promoter reserves the right to request winning entrants to provide proof of age, identity and residency at the nominated prize delivery address. Identification considered suitable for verification is at the discretion of the Promoter.

The Promoter is **Federation University Australia Pty Ltd of University Drive, Mt Helen, VIC, 3350. ABN 51 818 692 256**. Phone number **1800 333 864**

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. Entrants understand that they are providing their information to the Promoter and not to Facebook. Any questions, comments or complaints regarding the promotion must be directed to **Federation University Australia Pty Ltd of University Drive, Mt Helen, VIC, 3350. ABN 51 818 692 256**. Phone number **1800 333 864**. The information you provide will only be used in the ways outlined in these Terms and Conditions.

Photography, videos and testimonials

Sizing specifications

- Sizing specifications for profile images, cover images, posts and ads change regularly.
- Check specifications via google (click here)

Images and testimonials procedure

- It is recommended that all posts have an accompanying image, and preferably one of a student or member of staff
- Images and testimonials must not be used inappropriately. This includes breaching confidentiality, privacy and discussing commercially sensitive information.
- Please ensure you have read and understood the University's Privacy Policy:
- Click here for a copy of the Digital Image Release Form – or go to the 'Staff Information' section on federation.edu.au/socialmedia

Photographing persons under 18 years of age

Permission to photograph, or use a photographic image, of a person under 18 years of age must be granted:

- The person's parent or guardian must sign a *Digital Image Release Form*
- If a *Digital Image Release Form* is not obtained the image cannot be taken

Photographing persons over 18 years of age

Permission to photograph, or use a photographic image, of a person over 18 years of age must be granted:

- Whenever possible a signed *Digital Image Release Form* must be obtained
- If a Digital Image Release Form cannot be obtained:
  - o the image must not be used for any purpose other than reporting 'news' of/from the event
  - o express verbal permission must be given to the photographer, and the photographer must be certain that the person:
  - o Understands why the image is being taken
  - o Understands where the image will be used (ie Twitter, Facebook, etc)

Additional notice

It is advised that posters advising attendees they may be photographed (see page 32) are displayed at the entrance to events – However, keep in mind that patrons may be visually impaired, unable to understand the poster or simply do not notice it.

For further information

Contact the Social Media Coordinator

Email: socialmedia@federation.edu.au
Telephone: 03 5327 6606
Location: Marketing and Communications, Building A, Mt Helen Campus

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ATTENTION!

YOU MAY BE PHOTOGRAPHED FOR SOCIAL MEDIA PURPOSES

Images and video captured at this event may be used on social media

Please approach the photographer or event organiser if you do not want your image published

1800 FED UNI | federation.edu.au

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Moderating Content on Social Media

Content must be monitored in accordance with the *Moderating Content for Social Media Procedure*. Staff managing social media accounts must monitor content daily (during work hours) to ensure that adverse content is identified as early as possible.

Communication with users on social media must comply with the:

- Social Media Policy and Procedure
- Staff Code of Conduct
- Use of Computing and Communication Facilities Policy
- Information Privacy Policy
- Media Relations Guidelines

Only the Social Media Coordinator and Social Media Champions should delete content from accounts, in accordance with the *Moderating Content for Social Media Procedure.*

Before deleting content, a record of the transaction must be taken, as outlined in the *Deleting and Archiving of Social Media Content Procedure*.

Moderation Guidelines

Definitions
- **Moderating content** refers to reviewing content and deciding if it contravenes law or FedUni policy.
- **Contravening content** refers to that which may be considered illegal, inappropriate, misleading or irrelevant.

Staff Requirements
- Read and understand the FedUni *Social Media Policy and Procedure*
- Read this procedure in full before commencing moderation
- Seek approval to moderate from the relevant Social Media Champion (SMC), or the Social Media Coordinator

Moderation guidelines
- Establish a habit of monitoring accounts regularly during set work hours, with the aim of:
  - Ensuring content is reviewed every 24hrs during the working week
  - Identifying and addressing issues as they arise
- Delegate moderation to appropriate staff when personnel are unable to perform this task due to:
  - The issue being outside their area of expertise
  - Absence from work or competing work demands
- Respond to negative comments as soon as possible
  - Respond in a professional manner and where possible offer an alternative means of communication (i.e. private messaging).
- Deleting comments can be seen as inflammatory should only be reserved for those that contravene law or FedUni Policy.
- Deleting comments should only be reserved for those that contravene law or FedUni Policy.
- If in doubt seek advice from the Social Media Coordinator.

Establishing expectations on a social media account

The following disclaimer, or a variation of it, should be permanently included in the 'About' or 'Information' section of all social media accounts:

> This is an official Federation University Australia account
> Visit our main [Platform name] Account: [insert URL]
> Website www.federation.edu.au
> #FedUni
>
> Federation University Australia (FedUni) has campuses in the Ballarat, Berwick, Brisbane, Wimmera and Gippsland regions as well as in Malaysia and Online.
>
> FedUni welcomes interaction from Facebook users, however please note that comments do not in any way reflect the opinions or policies of the University. As such FedUni is not responsible for comments or wall postings made by visitors to the page and is not responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with the posting of any information on this page.
> FedUni reserves the right, but assumes no obligation, to edit or remove any posts.
>
> To avoid having your interactions edited or removed, you must follow the following rules of engagement on this page:
> * Refrain from posting confidential, offensive or derogatory content
> * Do not post messages selling products or promoting commercial, political or other ventures.
> * Ensure posts are in English
> * Ensure posts are on topic
> * Do not disclose personal information (such as your address, phone number, email address, academic assessment scores, etc.)

Potential responses for breach of the disclaimer
* Maintain a professional standard of communication at all times – do not argue.
* Contact the party responsible for posting with a courteous private message, which outlines the sites disclaimer (as outlined above)
* Delete or hide the content

Negative or Misleading Content
* If users are interacting with content or one another in a negative way, moderate and navigate discussion towards a more positive tone.
* If there are negative comments on any channels, it is generally best to acknowledge the complaint and respond according to the 'Traffic Light System' plan laid out on the following page.
* For high-risk complaints, response advice can be sought from the Social Media Coordinator.
* If a response is likely to take time, inform users (with real-time updates) on how their query or complaint is being dealt with.
* Spam and offensive material may be deleted or hidden from the page.
* Negative comments towards FedUni can be deleted, although this can be seen by users as creating a false or contrived platform for conversation, so deleting comments should only be done in exceptional circumstances.
* In many circumstances, the most appropriate course of action may be to re-educate the audience members and/or acknowledge their feedback.

Deleting social media material

Deleting content
Content on official social media accounts must be moderated in accordance with the Moderating Content on Social Media Procedure (page 13).

When content is to be deleted:

- A screen-shot should be taken prior
- Screen-shot emailed to the Social Media Coordinator
- Screen-shot saved to the *SM Content Issues Database* by the relevant Social Media Coordinator.

Deleting accounts
In the event that a social media account is to be closed the content on that account should be:

- Reviewed by the Social Media Committee
- Action to be taken will be made on a case-by-case basis, and content recorded in line with the Social Media Policy and Procedure, and the Records Management Policy and Procedure

When and how to record and store content
Content on official social media accounts must be recorded and stored on secure network location in line with the Social Media Policy and Procedure, and the Records Management Policy

The ability to record content will vary, depending on the social media platform it is being taken from.

In most cases, the quickest method will be to take screen shots. Care should be taken to ensure that important supporting information (such as dates, times, names and locations) are captured in these shots.

For further information
Contact the Social Media Coordinator
Email: socialmedia@federation.edu.au
Telephone: 03 5327 6606
Location: Marketing and Communications, Building A, Mt Helen Campus

Review and closure of social media accounts procedure

Review of accounts

- Ineffective or inactive social media accounts are to be reported to the Social Media Coordinator
- The Social Media Committee will review the account(s) and make a decision to act on a case-by-case basis.
- Action can include:
    - o deleting the account
    - o transferring management to another Social Media Champion
    - o merging the account with another FedUni social media account
    - o temporarily deactivating the account for later use
- Details of the account and relevant content are to be logged in the *SM Content Issues Database*

Closure of accounts

A social media account can be closed by the Social Media Committee if:

- an account owner or contact cannot be found
- a duplicate account, or account with a duplicate audience is found
- audience interaction is low, with no evidence that the account operates on a cyclical basis
- audience numbers are low, with no evidence of a niche interest group
- the account appears to have been abandoned
- continued visibility of the account has a negative impact on the FedUni reputation

If the decision to close an account is made, the account manager is required to:

- Provide account login details to the Social Media Coordinator, who will
- Log the account details in the *SM Content Issues Database*

SM Issues Database

This Database is stored within the Engagement Portfolio, and access is only available to:

- Director, Corporate Governance
- Director, MACE
- Manager, Marketing and Communications
- Manager, Public Relations
- Social Media Coordinator
- Legal Counsel

For further information

Contact the Social Media Coordinator
Email: socialmedia@federation.edu.au
Telephone: 03 5327 6606
Location: Marketing and Communications, Building A, Mt Helen Campus

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New Accounts

- Accounts must not be created without submitting a *New Social Media Account Form*
- Existing accounts must submit an Existing Account Registration Form
- Full access to all accounts must be given to the Social Media Coordinator, as outlined in the *New Social Media Account Form* and the *Existing Account Registration Form*
- The Social Media Coordinator will load a brand-compliant profile picture to the account – this picture should not be changed without prior discussion. This will be updated by the Social Media Coordinator when required.
- The Social Media Coordinator will also ensure the correct compliance notifications are listed on the registered accounts. These details will be updated as required (e.g. CRICOS code, RTO code and FedUni engagement disclaimers)
- You are free to choose a cover image for your account, however it must be:
    - Compliant with Media Relations Policy and Social Media Policy
    - Relevant to the purpose of the account
    - It is good practice to change cover images regularly, in line with seasonal / academic activities
- Where possible, FedUni accounts must include the disclaimer on the account (see page 34)

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New Account Procedure

Prior to submitting a *New Account Application Form* personnel must follow these steps:

Determine the purpose of the new social media account

Ask these questions:

- Why do you need a social media account?
- Who will be the audience, and is that audience available on an existing account?
- What messages are you trying to send your audience?
- Would an improved webpage and a campaign to advertise this webpage at critical times be more effective?
- How will you measure the success of the account?
- How much time, money and human resource can be allocated to the account?

Review existing social media accounts

It is likely that a suitable account already exists, which you may be able to post on:

Personnel are advised to contact the Social Media Champion (SMC) in their area, or contact the Social Media Coordinator for assistance.

Genuine need for a new account

If a suitable account does not exist then review your resources for managing a new social media account and ask these questions:

- How much time can you realistically dedicate to social media each day?
- How will you access the account (Desktop, iPhone and/or iPad?)
- How will you source the content – words and images?
- How will you build your audience – budget is generally required to reach audiences.

Apply to establish a new social media account

If the need genuinely exists, and the resources are available to support a new account, then the New Account Registration Form must be completed and submitted to the Social Media Coordinator prior to establishing the account.

The committee will then review and arrange to meet the applicant (or invite the applicant to meet with the Social Media Committee) to discuss the application.

Averill Deans
Social Media Coordinator
Marketing and Communications
Building A, Mt Helen Campus

☎ (03) 5327 6606
✉ socialmedia@federation.edu.au

federation.edu.au/socialmedia