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Introduction

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

Globally, social media has become a key tool for people to connect and engage, and this document has been created to assist FedUni to use social media in an effective, responsible and professional manner, 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 site-management can be damaging. The purpose of policy and procedures is to assist personnel to understand the expectations and requirements surrounding their use of social media.

Emphasis is placed on best-practices, guiding principles of behaviour and a common sense approach to the use of social media. The overall aim is to ensure that all staff who engage in social media:

- understand and adhere to University policies and procedures;
- have a clear understanding of the audience they want to reach, and the goal/purpose for reaching that audience;
- 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: socialmedia@federation.edu.au

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

FedUni is a large and complex organisation. Social Media communication across all areas is managed 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 and is responsible for posting and moderating the primary social media marketing accounts.

Refer to the Social Media Policy and Procedure for more detail on this structure.
Social Media Champions (SMCs)

SMCs are trained staff who represent their area of the University, relaying information and updates back to their area as necessary. They may also be administrators of official FedUni social media accounts.

They monitor policy compliance for the account and all content posted on it, including material posted by SMAs and work with the Social Media Coordinator to coordinate, review and update the account’s content plan.

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)
- ensure they identify themselves in a clear and transparent manner when promoting or representing FedUni on a 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
- 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
  - update and moderate content on social media in accordance with the *Moderating Content on Social Media Procedure*
- 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.

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*
## Contacts

### Social Media Champions (SMCs)

<table>
<thead>
<tr>
<th>Area</th>
<th>Contact Name</th>
</tr>
</thead>
</table>
| Federation University Australia (including Marketing) | Averill Deans  
Veronica Boast  
Nicole Dickinson  
Giuseppe Marino  
Tina Bradshaw |
| Ballarat Campuses (HE across Ballarat)       | Averill Deans  
(see below for specific areas)                  |
| Wimmera Campus                               | Robyn Dunn                                        |
| Gippsland Campus                             | Giuseppe Marino                                    |
| Online Campus                                | Ellen Sabo                                         |
| Arts Academy (Camp Street)                   | Casey Geaghan  
Claire Blake  
Josephine De Vries  
TBA (Student: 3rd Year MT)         |
| FedUni TAFE (SMB Campus)                     | Casey Geaghan  
Rebecca Ware  
Rae Godfrey                                      |
| Federation College                           | Eliza Lane                                         |
| Student Futures                              | Ellen Sabo  
Beth Mooney                                        |
| Student Connect – Ballarat                   | Casey Geaghan                                     |
| Student Connect – Wimmera                    | Casey Geaghan                                     |
| Student Connect – Gippsland                  | Jarrad Keddie                                      |
| Student Support – Gippsland                  | Freda Webb                                         |
| Student Support - Scholarships               | Kate Toner  
Rebekah Robertson                                  |
| Student Support - International Student Engagement | Luke Icely   
Rebekah Robertson                                   |
| Student Support - CareerHub                  | Liana Brennan                                      |
| Student Support – Industry Placement Program | Joanne Matthews                                    |
| Student Support - FedUni Living              | Alyssa Walshe  
Andrew Renfree  
Chelsea Annear  
Den Lim (Gippsland)                             |
| Student Support – Leadership                 | Naomi Biggs  
Claire Morrissey (Gippsland)                       |
| Student Support – Senate                     | Naomi Biggs  
Anya Kelly  
Claire Morrissey                                   |
<p>| Student Support – Equity &amp; Equal Opportunity | Barbara Webb                                       |</p>
<table>
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<tr>
<th>Area</th>
<th>Contact Name</th>
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<tbody>
<tr>
<td>Student Support – Sport &amp; Rec</td>
<td>Kaitlin Taylor (Ballarat)</td>
</tr>
<tr>
<td></td>
<td>Jarrad Keddie (Gippsland)</td>
</tr>
<tr>
<td>Student Support – Events &amp; Clubs Ballarat</td>
<td>Leighton Fee</td>
</tr>
<tr>
<td></td>
<td>Casey Geaghan</td>
</tr>
<tr>
<td>Aboriginal Education Centre</td>
<td>TBA (Ballarat)</td>
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<tr>
<td></td>
<td>Nicholas Johnson (Gippsland)</td>
</tr>
<tr>
<td>ALUMNI</td>
<td>Pam Sutcliffe</td>
</tr>
<tr>
<td>Campus Life (Childcare, Campus Life Rewards, UniSports, Retail/Merchandise)</td>
<td>Alyssa Walsh</td>
</tr>
<tr>
<td></td>
<td>Chelsea Annear</td>
</tr>
<tr>
<td>CLIPP</td>
<td>Brian Martin</td>
</tr>
<tr>
<td>Contact Centre</td>
<td>Shannon Ford</td>
</tr>
<tr>
<td></td>
<td>Catherine Stonehouse</td>
</tr>
<tr>
<td>Deadly Careers (Aboriginal &amp; Torres Strait Islander Employment)</td>
<td>TBA</td>
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<tr>
<td>Faculty of Education and Arts</td>
<td>Nicholas Wai</td>
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<td></td>
<td>Tania Howes</td>
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<tr>
<td>Faculty of Health</td>
<td>Charlynn Miller</td>
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<td>Nicholas Corbett</td>
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<tr>
<td>Faculty of Science and Technology</td>
<td>Helen Johnson</td>
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<td></td>
<td>Manodya Kathriarachchi</td>
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<tr>
<td>Federation Business School</td>
<td>Veronica Boast</td>
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<td>FedPress Magazine</td>
<td>Kayla Stone</td>
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<tr>
<td>FedUni Outreach</td>
<td>Barbara Webb</td>
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<td></td>
<td>Jo Scammell (Gippsland)</td>
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<td></td>
<td>Sue-anne Garcia</td>
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<td></td>
<td>Christine Holmes</td>
</tr>
<tr>
<td>Geoffrey Blainey Research Centre</td>
<td>Clare Gervasoni</td>
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<tr>
<td>IBM</td>
<td>Steve Davies</td>
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<td>International Student Recruitment</td>
<td>Melissa Staley</td>
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<td>Rachael Houtsma</td>
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<td>ITS</td>
<td>Jodie Oldaker</td>
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<td>Paul Battista</td>
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<tr>
<td>Kokoda</td>
<td>Joshua Lloyd</td>
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<tr>
<td>Library Services</td>
<td>Nancy Lange</td>
</tr>
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<td></td>
<td>Peggy Hsu (Ballarat)</td>
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<td>Marion Slawson (Gippsland)</td>
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<tr>
<td>Partner Relationships</td>
<td>Vanessa Brady</td>
</tr>
<tr>
<td>Public Relations</td>
<td>Matt Freeman</td>
</tr>
<tr>
<td>Research at FedUni</td>
<td>ACRISP – Sheree Bekker</td>
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<tr>
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<td>CeRDI – Jessica Sautner</td>
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<tr>
<td>Secondary School Engagement</td>
<td>David Burton</td>
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<tr>
<td></td>
<td>Hayley Brennan (Ballarat)</td>
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<tr>
<td></td>
<td>Emily Morrey (Gippsland)</td>
</tr>
<tr>
<td>Area</td>
<td>Contact Name</td>
</tr>
<tr>
<td>-------------------------</td>
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<tr>
<td>Samantha Hooper (Gippsland)</td>
<td>Samantha Hooper (Gippsland)</td>
</tr>
<tr>
<td>Sustainability</td>
<td>Dale Boucher</td>
</tr>
<tr>
<td>Commercial Services</td>
<td>Damian Larkin, Bec Ware (TAFE)</td>
</tr>
</tbody>
</table>

**Social Media Coordinator**

Averill Deans  
Marketing and Communications  
BUILDING A, Mt Helen Campus  
Telephone (03) 5327 6606  
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Hierarchy of Accounts

The social media hierarchy of accounts is structured to encourage sharing of information on social media channels, and to reduce misrepresentation of the FedUni brand.

Tier 1 Accounts
- Audience: Prospective students, alumni, current students and community stakeholders
- 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, media releases and advertising.
- The website and Moodle direct 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 reviewed annually 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 University’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
Platforms

Facebook: creating, posting and paying for content

To post content or place ads on a Tier 1 or Tier 2 account please contact your Social Media Champion, or complete a Content Submission Form.

When creating content:

- keep the tone light and friendly whenever possible
- be conversation driven and include:
  - an opening statement / heading / question
    - leading text / answer / suggestion
    - an answer / call to action
    - a URL Link / landing page for further information
- Always include an image, ideally of a member of the FedUni community
- Ensure there is less than 20% text overlay on images
- Avoid using PDF documents, instead direct users to a website
- Measure and monitor engagement / success, and adapt future content as necessary:
  - If something failed find out why, and don’t do it again, and vice versa.
- Don’t post too many adverts
  - Aim for a ratio of 1:5 in terms of advert-style posts, and simple text and photo posts
  - The look and feel of FedUni posts should be natural and engaging. We want the audience to relate to the scenarios

Advert-style post

Allocate budget to support your social media activity (via paid/boosted posts or sponsored ads):

- The success of unpaid posts is very limited (typically around 2% of your account following)
- Paid posts and sponsored ads can be extremely targeted
- Tracking and remarketing to paid audiences is possible
- Paying for social media advertising doesn’t have to be expensive
- To find out more speak with the Social Media Coordinator
LinkedIn - Information Sheet

LinkedIn is a professional networking site – It is currently undergoing significant change, so the advice in this section may be out of date (current as at November 2016)

- LinkedIn differs from other social media platforms such as Facebook in many ways, including a refreshing lack of personal/opinion posts.
- Your connections will typically post or share professional opportunities, achievements and knowledge.
- You will also be served employment opportunities that align with your career experience.

FedUni Company Page

- The Company page is where we post information that will be of interest to alumni, industry and hopefully other community professionals (including parents, and prospective students). This information can include employment opportunities, research opportunities and achievements, and study opportunities (in particular post graduate).
- University Pages no longer exist – they have been merged into Company pages

FedUni Alumni Page


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

Tips for creating your LinkedIn Profile

- Use a professional image of yourself
- 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 (eg 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.
Twitter – setting up and using a personal work 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:

- identify themselves as a FedUni representative through the use of the FedUni name
- identify themselves in a clear and transparent manner when representing the University
- refrain from posting information outside their area of expertise or knowledge

In setting up a Twitter account, users may find it easier to create their account from a laptop or desktop, rather than a mobile device. Their account can then be accessed via their mobile device for regular use:

- Go to www.twitter.com and follow the prompts
- The email address must be new to Twitter (you can’t set up two accounts using the same email address)
- Your handle (your Twitter account name which will commence with ‘@’) can be your work position, or your name
- You can change your handle, and handle description at any time
- You will be prompted to follow a variety of Twitter contributors based on interests. You can skip this and instead look at who the @FedUniAustralia account is ‘Following’ – this may also help you with naming conventions currently used by staff and areas of the University.

At the end of the day, the only way you’ll learn how to use Twitter is by using Twitter, so dive on in!

**Setting up your account**

- Add a photo of yourself
- Search for colleagues
- Follow members of the VCST and @FedUniAustralia as these accounts typically have a large following
- Add the App to your phone

**Practice tweeting with someone you know**

- Tweet: you have 140 characters to use in a tweet (this doesn’t include images or video)
- Reply: you can reply to someone else’s tweet. This is a ‘reply tweet’ and is a public communication
- Retweet: this is a public broadcast of someone else’s tweet to your followers
- Quote Tweet: this is a public broadcast of someone else’s tweet (on which you’ve made additional comments)
- Favourite: or ‘Liking’ of someone else’s tweet
- Notifications:
  - your handle has been included in someone’s tweet – this is a direct communication to you
  - someone has ‘Liked’ or ‘Retweeted’ your tweet
- Messages:
  - Private messaging is not seen by anyone other than you
  - There is no character limit
  - You can only message mutual followers
- Moments: this shows you trending content that the Twitter algorithm thinks you might like
- Searching: use the magnifying glass to find hashtag content, and other users (by name or handle)
- Email a Tweet to yourself or someone else
- Delete a Tweet: mistakes happen, and you can edit or delete them :)

For further assistance contact the Social Media Coordinator.
Twitter - Tweeting at an event

Thinking of live-tweeting at your event? Make sure you’re prepared!

To follow are some key considerations when planning your event.

Hashtags
Choose a unique hashtag (but look at it carefully to ensure it doesn’t spell disaster!)

- Promote your hashtag on:
  - The event invitation
  - Tweets
  - Banners
  - Emails in the lead-up to:
    - announce speakers & ticket sales
    - countdown until the event day
  - Webpages
  - Any relevant promotional material

Follow the leader
- On the day of your event too many cooks create chaos – appoint one person to be in charge of twitter.
  - A team can support this person, but having one leader is important
  - The leader can assign different aspects of the event to the team
  - The leader can assign different team members to different social media roles, such as taking photos or sourcing information

Schedule tweets that will go out during the event
- If your event will be running to a tight deadline, with numerous sub-events or announcements then tweets announcing these can be scheduled to roll-out automatically.
  - This frees up your time to capture live detail.
  - For example: “Head to H506 at 1pm to hear Prof Manning talk on Health > Nursing #FedUniOpenDay”
  - Use Hootsuite (contact your Social Media Champion) or
  - Use Tweetdeck.com (free and linked to your account)

Write tweets in advance that will go out during the event
- Getting names and awards, etc right on the night is important – but you’ll be busy, so write these in advance and store them in your device (e.g. store them in the ‘Notes’ app if you have an iPhone). You can then cut and paste at a moment’s notice.
- Write as much in advance as possible so you’re free to capture the impromptu happenings
- Get a list of your key attendees twitter handles so you can include them in tweets
Tweeting - On the night

Tweets on the big screen
There are a number of different apps that will allow you to broadcast tweets onto your website or screens at an event. Make sure you do your research to find out what will suit you best – below are some suggestions:

- eventifier.com (contact the Social Media Coordinator for access to this account)
- wallofsocial.com
- storify.com

Be prepared for the worst
- What will you do if your phone runs out of juice?
  - Make sure your device is fully charged
  - Invest in an external battery & take your charger...and suss-out where the power points are before the event!

Follow your guests
Tweeting is about conversation – you need to be following your audience and:

- Where possible, make sure they’re using the official Hashtag - If they’re not using the official hashtag then you can ‘Reply’ or ‘Quote Tweet’ and include it
- Follow the conversations that matter and engage
  - Reply to the conversation
  - Provide them with information (such as leading them back to your webpage, or pointing them in the direction of contacts – via Twitter handles rather than giving out personal information)

Location - Location
If possible, move around the event so you get unique and varied photos

- If you can’t move around at the event, then get in early and grab a great seat
- Take photos of speakers, attendees, interesting table settings, trophies, menus – anything that represents the event in a positive and interesting light
  - If you’re taking photos of attendees, make sure you have verbal agreement to do so, and let them know the image will be posted on Twitter
  - Put up signs at your event that notify attendees that they “may be photographed for social media purposes”
  - If attendees are Under 18, then a signed Deed of Release may be required from legal guardians

After the event – why were you tweeting in the first place?
Make sure you use the engagement from the night for further marketing. Perhaps write a summary post, create an album of images for Facebook or LinkedIn, write a press release or add content to your webpage.

Keep interacting with your twitter audience and follow up on any questions.
Hashtags

What is a hashtag?
- It’s a 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.

What is FedUni’s hashtag?
#FedUni
- Make sure you include #FedUni on your tweets, grams and posts so you are part of our collective conversation!
- A list of other hashtags we actively use are listed on the following page.

Hashtags for business
- The use of hashtags in a personal capacity is quite different to that at a business/marketing level.
- All Tier 1 and 2 FedUni social media accounts are marketing tools (to a range of audiences, and for a range of needs). They are in the public domain and will be used to communicate with our current market and show our prospective market what FedUni is about.
- We ask that you please follow these simple guidelines:
  - Use a hashtag as a searching tool for your followers.
  - Don’t use generic hashtags as a means of increasing your following, it isn’t an effective method and you will likely end up with followers that are not relevant to your content (ie #sunset #clickforlikes)
  - Avoid creating new ‘#FedUni...’ hashtags, but instead use a more globally recognized hashtag in conjunction with #FedUni (e.g #FedUni #EducationForum)

Creating a new hashtag:
- Avoid using a redundant description (ie 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 message (ie #LearnToSucceed or #StudyAbroad) and use it in conjunction with #FedUni
- Always use our primary hashtag (i.e. #FedUni) on Twitter and Instagram posts. You can also use it on Facebook, although hashtags are less relevant on that platform:
#FedUni and other FedUni hashtags

- There are a number of other hashtags that are actively used at FedUni.
- If you search on Instagram Tags for ‘feduni’ you will see how many already exist.
- Our aim is to limit this and focus on a few key ones
- If we limit hashtags to a few key ones our audience can quickly find the ones that are most important

#FedGen  #UniLyf  #FedUniAlumni
#Gippsland  #ArtsForAll  #FedUniOpenDay
#Ballarat  #ATAR  #FedUniOWeek
#Wimmera  #VCE  #FedUniUG (Uni Games)
#Berwick  #LearnToSucceed  #FedUniFC
#Malaysia  #FedUniLiving  #FedUniMT (Music Theatre)
#Australia  #FedUniGlobal

Current Student Hashtags:

- #FedUniBallarat
- #FedUniBerwick
- #FedUniGippsland
- #FedUniWimmera
- #FedUniTAFE
- #FedCollege
- #FedUniSenate

Here is an interesting article that goes into more detail about hashtag strategy & use: blog.hootsuite.com/how-to-use-hashtags/.
Brand compliance

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

- Naming of the platform
  - Once an account is approved for setup it should be named “FedUni ...”
  - Existing accounts need to be updated to this naming convention
- Use of the logo: 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

![STUDENT Leadership](image)

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

![Aboriginal Education Centre](image)

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 that 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:

- sometimes a group of 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), and 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.
Sizing specifications

- Sizing specifications for profile images, cover images, posts and ads change regularly.
- It is best to check specifications on a reputable website (or on the platform ‘Help’ menu)
- Some suggested sites include:
  - https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/
  - http://www.rakacreative.com/blog/inbound-marketing/social-media-image-sizes-always-up-to-date/

Website URLs

Shorten a long URL with Bit.ly

- Long weblinks can look ugly and take up character limits.
- Bit.ly.com is a free platform which allows you to shorten your URLs (webpage address).
- Once you have a bitly account you can also customise the URL name and gather analytic data.

1. Go to www.bit.ly.com

2. Copy (Ctrl C) the URL from the webpage

3. Paste (Ctrl V) into the puffer fish box at the top of the bit.ly.com webpage & hit ENTER

4. Bit.ly will provide you with a short URL which you can then copy (Ctrl C) and paste (Ctrl V) into your post

5. If you set up a Bit.ly account (which is free) you can also ‘Customise’ the bit.ly link (optional) ‘Save’
**Competition procedure**

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.
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://federation.edu.au/about-feduni/facilities-and-services/campus-life/merchandise/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
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 of 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.
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: https://federation.edu.au/staff/governance/legal/legal-compliance/privacy
- The Digital Image Release Form is available at the end of this document, or from 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:
  - the image must not be used for any purpose other than reporting ‘news’ of/from the event
  - express verbal permission must be given to the photographer, and the photographer must be certain that the person:
    - Understands why the image is being taken
    - Understands where the image will be used (ie Twitter, Facebook, etc)

Additional notice
It is advised that posters are displayed at the entrance to events – the purpose of the posters is to advise attendees that they may be photographed (see page 32).

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
ATTENTION!
YOU MAY BE PHOTOGRAPHED FOR SOCIAL MEDIA PURPOSES

Images and video captured at this event may be used on social media platforms, including but not limited to Instagram, Facebook and Twitter.

Please approach the photographer or event organiser to request that your image not be used.
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 such responses, 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.

Personnel are required to complete these steps prior to commencing moderation of content.

- Read & 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
  - Ensuring content is engaging and represents FedUni as outlined in the *Social Media Policy*
  - Identifying and addressing issues as they arise
- Delegate moderation to an appropriate alternative 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
  Delegates must be made known to, and approved by the SMC managing the account
- Respond to negative comments as soon as possible
  - Responding in a professional manner and where possible offer an alternative means of communication (i.e. private messaging).
  - Deleting comments can be seen as inflammatory. Social media is a legitimate form of conversation.
  - 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, should be permanently included on all accounts:

- Where possible, FedUni accounts must include the following detail in a permanent section of the account:
  
  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, 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 to a diversion from 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 site’s disclaimer (as outlined on page 16)
- Delete or hide the content

Negative or Misleading Content

- If users are interacting with content or one another in a negative fashion, 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 Federation University 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.
## Negative content

### Traffic Light System – When to act

- Issues will fall into one of three categories, each requiring a varying degree of deliberation.
- All issues should be actioned immediately wherever possible
  - To mitigate the risk of damage to reputation, brand or person.
  - If this is not possible, then action should not exceed 24 hours.

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>TYPE</th>
<th>ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAIT</td>
<td>Before acting, seriously consider the benefits of allowing conversation to follow its natural path, as social media is considered a natural form of communication.</td>
<td>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.</td>
</tr>
<tr>
<td>GREEN</td>
<td>Trivial comment</td>
<td>Respond only if appropriate</td>
</tr>
<tr>
<td></td>
<td>Enquiry within knowledge base</td>
<td>Respond</td>
</tr>
<tr>
<td></td>
<td>Contravening content</td>
<td>Screenshot and add to SM Issues Database then delete/hide on platform</td>
</tr>
<tr>
<td></td>
<td>Spam</td>
<td>Mark as spam</td>
</tr>
<tr>
<td>AMBER</td>
<td>Enquiry or low level complaint <strong>outside</strong> of knowledge base</td>
<td>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 <a href="mailto:info@federation.edu.au">info@federation.edu.au</a>”</td>
</tr>
<tr>
<td></td>
<td>Enquiry or low level complaint <strong>within</strong> of knowledge base</td>
<td>Respond publically and state that “further enquiries or concerns can be directed to <a href="mailto:info@federation.edu.au">info@federation.edu.au</a>”</td>
</tr>
</tbody>
</table>
| 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                                              |
**Escalation Process**

**Issue Resolved**

Once the issue is resolved, or otherwise dealt with, 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’

**Legal Team**

At this point the Marketing and PR Managers will seek advice from Legal and notify:

- The Social Media Coordinator on how to proceed. This may include communicating the issue to SMCs, SMAs and the Contact Centre on how they should respond, if necessary
- The VCST that the issue has arisen, and how they should respond if necessary

**Marketing Manager & PR Manager**

If issues are escalated beyond the Social Media Coordinator, then the Social Media Coordinator will:

- Await direction from the Marketing and/or PR Managers
- Notify the SMC (or the personnel that escalated the issue) of the status, and how to proceed

**Social Media Coordinator**

Issues should be escalated when:

- The Social Media Champion (SMC) responsible for managing the account (on which the issue has occurred) is unable to moderate the content, as outlined in the FedUni Moderating Content Policy
- The issue is on an unofficial site (and therefore there is no SMC)

Issues may be the result of:

- Contravening content
- Negative or misleading content
- Unauthorised accounts

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- The issue is on an unofficial site (and therefore there is no SMC)

Issues may be the result of:

- Contravening content
- Negative or misleading content
- Unauthorised accounts
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.

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:
  - deleting the account
  - transferring management to another Social Media Champion
  - merging the account with another FedUni social media account
  - 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
Account Setup Instructions

- 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 audience / content of your Facebook account
  - It is good practice to change cover images regularly, in line with seasonal / academic activities

- Where possible, FedUni accounts must include the following detail in a permanent section of the account:
  - About
    - This is an official Federation University Australia account
    - Visit our main [Platform name] Account: [insert URL]
    - Website www.federation.edu.au
    - #FedUni
  - General Information
    - Federation University Australia (FedUni) has campuses in the Ballarat, Berwick, 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
      - Do not disclose personal information (such as your address, phone number, email address, academic assessment scores, etc.)
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 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 required.

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.
Forms

The forms listed on the following pages are available in electronic format at federation.edu.au/socialmedia
Social Media – Existing Account Registration Form

Please complete all sections of this form in as much detail as possible – this will assist in the processing of your request. Incomplete forms will be returned. To ensure you understand what is required, please read the Social Media Policy, and New Social Media Account Procedure which can be found at www.federation.edu.au/socialmedia

Contact Details

Name

Position

Area / Faculty

Phone Number

Mobile

Email

Are you the Site Administrator ☐ Yes ☐ No

Social Media Details

Which platform is the account on:

Facebook ☐ Twitter ☐ LinkedIn ☐ YouTube ☐ Instagram ☐ Other ☐

Account URL (webpage link)

Account Type (group or page)

Login details (email & password)

People (other than yourself) that have log-in / Administration rights

Engagement

What is the purpose of this account?

Application continued over page (page 1 of 2)
Who is the audience?


How do you measure the success of your account?


PLEASE NOTE: The Social Media Committee will review the performance of the account based on account analytics, so it is important to list other measures of success.

Lifecycle

Does the account have a finite lifecycle? Yes/No

If Yes, what is the expected expiry date of account:

Approval

Site Approved by (Print name)

Position

Area / Faculty

Signature Date

Submit form to
socialmedia@federation.edu.au Telephone: 03 5327 6606
Social Media Coordinator, Marketing and Communications, BUILDING A Mt Helen Campus

Social Media Committee use only

☑ Approved
☑ More information required
☐ Rejected. Alternate suggestions provided? ☐ Yes, ☐ No

Signed: Date: End of Application (page 2 of 2)
Social Media – New Account Application Form

Please complete all sections of this form in as much detail as possible – this will assist in the processing of your request. Incomplete forms will be returned. To ensure you understand what is required, please read the Social Media Policy, and New Social Media Account Procedure which can be found at www.federation.edu.au/socialmedia

Applicant Contact Details

Name

Position

Area / Faculty

Phone Number

Email

Will you be the account Administrator

☐ Yes

☐ No

Social Media Details

Please specify the platform(s) you want to create a page/account on:

Facebook ☐

Twitter ☐

LinkedIn ☐

YouTube ☐

Instagram ☐

Other ☐

Preferred Page / account name (e.g. FedUni Alumni)

Please list people (other than yourself) that will have log-in / Administration rights

Name

Position

Engagement

What is the purpose of this account?

Application continued over page (page 1 of 2)
Who is the audience?

Provide two examples of message(s) you want to communicate

How will you measure the success of your account?

Lifecycle

Does the account have a finite lifecycle? Yes/No
If Yes, what is the expected expiry date of account:

Approval

Site Approved by (Print name)

Position

Area / Faculty

Signature Date

Submit form to
socialmedia@federation.edu.au Telephone: 03 5327 6606
Social Media Coordinator, Marketing and Communications, BUILDING A Mt Helen Campus

Social Media Committee use only

☐ Approved
☐ More information required
☐ Rejected. Alternate suggestions provided? ☐ Yes, ☐ No

Signed: Date:

End of Application (page 2 of 2)
# Social Media – Content Submission Form

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
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<tbody>
<tr>
<td>Title</td>
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</tr>
<tr>
<td>Area/Faculty</td>
<td></td>
</tr>
<tr>
<td>Telephone No.</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
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</tr>
</tbody>
</table>

**Audience:** Who do you want to reach?  

**Platform:** Facebook, Twitter, LinkedIn?  

<table>
<thead>
<tr>
<th>Start Date:</th>
<th>End Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Message** (maximum 300 characters)

| ☐ | Yes – Ethics approval has been obtained for this research (attach to file) |
| ☐ | Yes – social media is an approved method of advertising the project and collection data (attach to file) |

**URL Link to website:**

<table>
<thead>
<tr>
<th>Budget allocated: $</th>
<th>Cost Centre:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Images**

Email images to socialmedia@federation.edu.au along with this form.

Posts must have an accompanying image (with the exception of Twitter), and preferably one of a student or member of staff (refer to *Images and Testimonials Procedure*).

Images must be high-resolution (300 dpi with a file size of at least 1MB).

**Submit form to**  
socialmedia@federation.edu.au  
Telephone: 03 5327 6606  
Social Media Coordinator, Marketing and Communications, BUILDING A Mt Helen Campus
**YouTube – Content Submission Form**

This form is to submit content for loading on to the Federation University Australia YouTube account.

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<thead>
<tr>
<th>Name</th>
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</thead>
<tbody>
<tr>
<td>Title</td>
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<td>Telephone No.</td>
<td></td>
</tr>
<tr>
<td>Email Address</td>
<td></td>
</tr>
</tbody>
</table>

**Clip Type Location**

(ie Lectures, VoxPops, Student Testimonials, etc)

<table>
<thead>
<tr>
<th>Clip Title (Heading 1)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Description (Max 300 characters)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

Clips must be submitted via the FedUni Network, Dropbox (or a similar content-sharing program).

You may be required to add subtitles to your file once it is loaded to YouTube.

**IMPORTANT**

All clips must comply with the Federation University Australia *Images and Testimonials Procedure*

**For further information contact the Social Media Coordinator**

socialmedia@federation.edu.au  Telephone: 03 5327 6606

Social Media Coordinator, Marketing and Communications, BUILDING A Mt Helen Campus
Digital Image Release Form

Deed of Release
Images & Testimonials Consent

Photographer: ____________________________________________________________
Image Number: __________________________________________________________
Location: _______________________________________________________________
Description: _____________________________________________________________

I grant Federation University Australia (FedUni) my permission to use, copyright and publish all photographs and/or footage taken of me for the purpose of promoting, marketing or publicising FedUni. I also grant FedUni my permission to use and publish my name and all testimonials given by me for the purpose of promoting, marketing or publicising FedUni.

I waive the right to inspect or approve versions of the photographs and/or footage and/or testimonials used for publication by FedUni.

I release FedUni (and its officers, employees, agents, students and contractors) from any liability (to the extent permitted by law) for any loss, injury or damage suffered in relation to the use of my photographs, footage, name and/or testimonials, including but not limited to any claims of defamation, invasion of privacy or infringement of copyright.

I have read this document and understand and agree to its content.

☐ Single release (signed by one or many at the same location)
☐ Group image / testimonial release

Testimonial attached ☐

Executed as a deed by the persons named below, or their parents or guardians if under 18 years of age:

<table>
<thead>
<tr>
<th>Name</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
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Witness: _____________________________________________________________
Signature: __________________________________________________________
Date: ________________

Privacy Statement:
Your personal information may be collected and used for the purposes described above. Your personal information will only be used or disclosed for these purposes in accordance with the University’s Information Privacy Policy (which is available from http://policy.federation.edu.au/university/general/information_privacy.php) or where otherwise permitted by law. You may request your information to be amended or you may withdraw your consent for future disclosure by contacting the University’s Privacy Officer on (03) 5527 5021 or privacyoffice@federation.edu.au.

Warning – Uncontrolled when printed! The current version of this document is kept on the FedUni website.

<table>
<thead>
<tr>
<th>Authorised by:</th>
<th>Document Owner:</th>
<th>Original Issue:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager, Public Relations</td>
<td>Manager, Public Relations</td>
<td>[24/07/2009]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Page 2 of 3</th>
<th>Current Version:</th>
<th>Review Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[04/12/2014]</td>
<td></td>
</tr>
</tbody>
</table>
Image consent template for school groups

Attention Parent / Guardian

- On XX Month 2015 a photographer will be at our Wimmera Campus, for the purposes of taking images for marketing material such as social media, press publications, website updates, etc.
- All students who would like to participate in the photo-shoot must return this consent form to xxxx by no later than xxx.
- For students under the age of 18 years, the form must be signed by a parent or guardian.
- If you have any queries, please contact Marketing & Communications on 03 5327 6606.

Images & Testimonials Individual Consent

I grant Federation University Australia (“FedUni”) my permission to use, copyright and publish all photographs and/or footage taken of me for the purpose of promoting, marketing or publicising FedUni. I also grant FedUni my permission to use and publish my name and all testimonials given by me for the purpose of promoting, marketing or publicising FedUni.

I waive the right to inspect or approve versions of the photographs and/or footage and/or testimonials used for publication by FedUni.

I release FedUni (and its officers, employees, agents, students and contractors) from any liability (to the extent permitted by law) for any loss, injury or damage suffered in relation to the use of my photographs, footage, name and/or testimonials, including but not limited to any claims of defamation, invasion of privacy or infringement of copyright.

I have read this document and understand and agree to its content.

Executed as a deed by the person named below or his/her parent or guardian if under 18 years of age:

Student Name ____________________________________________

Parent/Guardian Name ____________________________________________

Signature ____________________________________________ Date ____________

Witness Name ____________________________________________

Signature ____________________________________________ Date ____________

Privacy Statement

Your personal information may be collected and used for the purposes described above. Your personal information will only be used or disclosed for these purposes in accordance with the University’s Information Privacy Policy (which is available from http://policy.federation.edu.au/university/general/information_privacy/ch01.php) or where otherwise permitted by law. You may request your information to be amended or you may withdraw your consent for future disclosure by contacting the University’s Privacy Officer on (03) 5327 9021 or privacyofficer@federation.edu.au.
Social Media - Account access request form

Applicant Details

Name

Position

Area / Faculty

Phone Number Email

Social Media Details

Please specify account(s) you require access to:

Engagement

Why do you require access?

Approval

Site Approved by (Print name)

Position

Area / Faculty

Signature Date

Submit form to
socialmedia@federation.edu.au Telephone: 03 5327 6606
Social Media Coordinator, Marketing and Communications, BUILDING A Mt Helen Campus

Social Media Committee use only

Level of access requested:

☐ Approved
☐ More information required
☐ Rejected. Alternate suggestions provided? ☐ Yes, ☐ No

Signed: Date:
Social Media - Advertising request form

This form is intended for campaign advertising.

Please use the Content Submission Form for other advertising such as boosted content, or contact the Social Media Coordinator to discuss your requirements.

<table>
<thead>
<tr>
<th>Campaign name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual Event Date</td>
<td></td>
</tr>
<tr>
<td>Start Date</td>
<td></td>
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<tr>
<td>End Date</td>
<td></td>
</tr>
<tr>
<td>Remarket Start Date</td>
<td></td>
</tr>
<tr>
<td>Remarket End Date</td>
<td></td>
</tr>
<tr>
<td>Creative to be completed by</td>
<td></td>
</tr>
<tr>
<td>Placement to be completed by</td>
<td></td>
</tr>
<tr>
<td>FedUni Staff to approve</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Placement details</th>
<th></th>
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<tbody>
<tr>
<td>FB Ad Account to be used</td>
<td></td>
</tr>
<tr>
<td>FB Campaign Name</td>
<td></td>
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<tr>
<td>FB Advert Set Name</td>
<td></td>
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<tr>
<td>Website Landing page</td>
<td></td>
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<tr>
<td>Campaign Objective:</td>
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<tr>
<td>Custom Conversion</td>
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<tr>
<td>Tracking Pixel added to landing page</td>
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<tr>
<td>Changes made during campaign</td>
<td></td>
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</tbody>
</table>

Application continued over page (page 1 of 2)
### Ads for inclusion in Ad-Set

1. 

2. 

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
</tr>
</thead>
</table>

**Demographic Details**
- Male or Female
- Age range
- Region or pixel remarket

**Post Type**

**Post Creative Details**
- Text
- Destination
- Image(s)
- Destination URL
- Headline
- Description (optional)
- See more URL
- See more display URL
- Call to Action
- Track conversions

**Budget allocation**

FB & Instagram:  

Twitter:  

*End of Application (page 2 of 2)*
# Social Media – Account review form

**Review Date** __ / __ / _____

**Social Media Details**

Platform

Account Name

URL

**Personnel to be consulted** (*outside the Social Media Committee*)

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Consulted</th>
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**Social Media Committee Notes**

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Action</th>
<th>Complete</th>
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<tbody>
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*Application continued over page (page 1 of 3)*
## Goal Mapping

<table>
<thead>
<tr>
<th>Goal(s) for this account</th>
<th>Intended audience</th>
<th>Success Measures</th>
<th>Key Messages / Themes</th>
<th>Review Notes</th>
</tr>
</thead>
</table>
| **Example:** Encourage students to get involved in University Scuba Diving Club | Region: All Vic campuses  
Gender: both  
Age: 18+ | - Group membership  
- Attendance at events  
- Post likes  
- Clicks to website | - Learn to Dive  
- Join a fun and exciting group  
- Make new friends | - Audience fits with the ‘Current Students’ accounts  
- Messages relevant for ‘Current Student’ accounts  
- Success measures still possible if merged to ‘Current Student’ accounts |

Application continued over page (page 2 of 3)
### Success Mapping

<table>
<thead>
<tr>
<th>Summary of following</th>
<th>Summary of account engagement &amp; performance</th>
<th>Review Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example:</strong>&lt;br&gt;<strong>Number:</strong> 20&lt;br&gt;<strong>Region:</strong> majority Ballarat&lt;br&gt;<strong>Gender:</strong> majority male&lt;br&gt;<strong>Age:</strong> majority 19-22</td>
<td>• Typical reach &lt; 100&lt;br&gt;• Low engagement&lt;br&gt;• Approx. 2-3 posts per month&lt;br&gt;• Limited conversation / private messaging / enquiry&lt;br&gt;• No budget applied (or available)</td>
<td>• Content looks great, just not reaching far enough due to limited following and no budget&lt;br&gt;• Reach will naturally increase on the ‘Current Students’ accounts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total number:&lt;br&gt;<strong>Region:</strong>&lt;br&gt;<strong>Gender:</strong>&lt;br&gt;<strong>Age:</strong></th>
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### Other comments

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