

## 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 <b>outside</b> 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 <b>within</b> 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: <ul style="list-style-type: none"> <li>- The site’s disclaimer (as outlined on the previous page)</li> <li>- FedUni Social Media Policy and Procedure</li> <li>- If the interaction continues follow escalation process</li> </ul>
	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'