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

<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. 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>
<td></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 outside 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 within 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                                               |
Issues Escalation Process

1: You Identify an Issue

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

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

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

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’