

SOP on Use of Social Media

Approved by FNU Council on 26 February 2022

1. Introduction

- 1.1** Social media refers to any website or application that enables users to create and share content or participate in social networking. These networking sites include but are not limited to Facebook, Instagram, Twitter, LinkedIn, Google Plus, YouTube, TikTok, and other services.
- 1.2** Social media platforms are a powerful marketing and communications tool for the Fiji National University (FNU). When used correctly, they can leverage the FNU's strengths to ensure greater engagement with staff, students, alumni, other university stakeholders, and the general public. Social media accounts complement and support existing university marketing and communications channels, not replace them.
- 1.3** There are three ways in which social media is used in FNU:
 - 1.3.1** On behalf of FNU, which is limited to the approved staff of the Marketing and Communication Division
 - 1.3.2** Official social media accounts – for approved accounts maintained by the College or Division
 - 1.3.3** Personal social media accounts, independent of the workplace
- 1.4** Personal social media accounts allow staff and students to keep in touch with friends and extended family. They also enable them to network and find career opportunities, connect with people across the globe with like-minded interests, and share their thoughts, feelings, and insights online.
- 1.5** These guidelines outline rules and procedures Colleges and Divisions must follow in creating and using official FNU social media sites. The guidelines also outline rules and procedures on how staff and students can use and manage their personal social media accounts responsively and effectively in alignment with policies outlined by individual social media platforms.

2. Procedures

2.1 FNU Social Media Account

- 2.1.1** Approved staff of the Marketing and Communication division maintains the FNU official social media accounts and moderates all content to those accounts by social media users. Where considered necessary, FNU reserves the right to edit, amend, delete or respond to any posts on the FNU social media account.
- 2.1.2** FNU does not endorse nor responsibility for content posted on the FNU social media by third parties

2.2 Creating New Official Social Media Accounts

- 2.2.1 These procedures apply to accounts created for official purposes by Colleges and Divisions and the Fiji National University Students Association (FNUSA).
- 2.2.2 Prior approval must be obtained before the creation or development of any official social media accounts, profiles, or initiatives bearing the name of Fiji National University or FNU, its Colleges, and Divisions via the following procedures:
- 2.2.3 Social media accounts or profiles bearing the name Fiji National University, FNU, or any of the constituent Colleges or Sections must not be created without prior written approval from the Director of Marketing and Communications.
- 2.2.4 A proposal and justification outlining the need for a social media account or profile must be approved by the SLT member of the College or Division first. The approved proposal must then be forwarded for further review and approval from the Director of Marketing and Communications.
- 2.2.5 The creation or development of new social media accounts will be limited to the College and Division level to ensure FNU branding is not diluted. It avoids confusion with the various FNU social media accounts appearing online.
- 2.2.6 Colleges and divisions wishing to contact or share information on social media may do so through the main official FNU social media sites.
- 2.2.7 After the social media account is approved via the procedures listed above, the account must have at least two administrators from the College or Divisions and one administrator appointed from the Division of Marketing and Communications. They will also be given usernames and passwords for the respective accounts.
- 2.2.8 The use of the University logos, names, colors, and acronyms are prohibited on social media except where prior approval from the Division of Marketing and Communications has been given.

2.3 Management and Monitoring Official FNU Social Media Sites

- 2.3.1 Each official social media site should have at least one administrator responsible for updating content at any given time. All administrators of any University social media account must consider their message, audiences, goals, and a strategy for keeping their social media sites up-to-date.
- 2.3.2 The administrator must submit a content and posting plan to the Division of Marketing and Communications for review. The Marketing and Communications Division can assist and advise regarding social media planning strategies for Colleges and Divisions.
- 2.3.3 Administrators of any official University social media site must not engage in any personal activity under the guise of official university business.

- 2.3.4 Only public information should be posted on official social media sites. It is prohibited to post or share propriety FNU information, data, or communications.
- 2.3.5 Administrators of official FNU social media sites must be mindful of the copyright and intellectual property rights of others and those belonging to the University.
- 2.3.6 When posting photos and videos to official social media sites containing students, whereby the students can be recognized, a signed Media Consent form is needed from the students. This form can be obtained from the Division of Marketing and Communications.
- 2.3.7 Written permission will also be required when posting photos focusing on non-student individuals or groups, which can be recognized in the images or videos.
- 2.3.8 All official FNU social media accounts administrators must adhere to the policies for the social media sites on which they are engaging. These policies are continuously changing, and it is the responsibility of all administrators to keep up-to-date with these changes.

3. Staff and Student Personal Social Media Accounts

3.1 Creating Personal Social Media Accounts

- 3.1.1 Personal social media accounts are a way to engage with family and friends, regardless of their current location. They keep staff and students connected with people they may have lost contact with otherwise.
- 3.1.2 If staff and student personal social media account say that the staff or student is a member of the staff or student at FNU, the staff or student must ensure their profile states that "views are your own and are not necessarily those of the university."
- 3.1.3 Titles bestowed by the University or referencing positions within the University such as Professor, Dean, Director, Lecturer or Tutor should not be used as they could imply institutional endorsement.
- 3.1.4 By keeping social media accounts separate from the University, staff and students have more freedom to post materials on their pages and maintain their brand pages focused on matters strictly related to their friends and family.
- 3.1.5 Whilst staff and students can post what they want and are protected by their rights to free speech, they can get into problems if their posts cause harm to others, the University's reputation, and violate social media community standards.

3.2 What to Avoid Posting on Personal Social Media Account

- 3.2.1 Staff and students may not post incorrect or confidential information about the University, its clients or suppliers, including commercially confidential information.

- 3.2.2 If making comments of a political nature on their personal social media accounts, staff and students must ensure that such comments are clearly marked as ‘personal views and not necessarily those of the university’. Staff and students should at all times adhere to the Guidelines on Political Activities approved by the Council.
- 3.2.3 Staff and students may not post content that could be viewed as obscene, threatening, intimidating, harassing, or bullying to other staff and students or the general public.
- 3.2.3 Staff and students should exercise good judgment and common sense and not allow social networking to interrupt productivity. They should be mindful of their privacy settings and refrain from anonymity.
- 3.2.4 Staff and students should be polite and responsible, be accountable and correct mistakes promptly. They should use disclaimers or speak in the first person to clarify that the opinions expressed are not of the University.
- 3.2.5 Staff should bring work-related complaints directly to HR, not through postings on social media sites or the Internet, and remember the audience. What is being said might create a perception about the University. (Refer to FNU HR Grievance Policy)
- 3.2.6 Students who have any dissatisfaction over any matter concerning their studentship at the University should raise their grievance under clause 5.0 of Student Personal, Academic Conduct, and Grievance Policy of UASR.

3.3 Disciplinary Action Against Guideline Breaches

- 3.3.1 Disciplinary action will be taken against staff found guilty of breaching the social media guidelines under the FNU HR Code of Conduct Policy. In students' cases, disciplinary action will be taken under Part (vii) Student Personal, Academic Conduct and Grievance Policy of the UASR.
- 3.3.2 Staff and students can use the University's whistle-blower avenues to air their grievances regarding workplace conditions, harassment in the office, or any illegal activities. Alternatively, they should resort to the formal grievance procedure outlined in the University's grievance policies for staff and students, respectively.
- 3.3.3 Disciplinary action will be taken against staff and students who use fake accounts to post defamatory comments regarding the University, its staff, students and their family and friends. New rules require WhatsApp, Signal, and Telegram to identify "originators" of unlawful messages. The rules also require the social networks to take down such messages within a specific time.
- 3.3.4 Staff and students should familiarize themselves with Fiji's Defamation Act, making it unlawful for any social media posting that defames another person's character. To prove defamation of character, the victim must show that a false statement of and concerning the victim was published, caused the victim injury, and is not protected by any privilege.

4.1 Best Practice

4.1.1 The following Social Media best practices can be used to ensure the correct and effective use of official FNU Social Media sites and personal social media accounts.

(i) Use good judgment

4.1.2 Actions and statements on Social Media sites not only affect staff and students but the others and the University as a whole. Social Media posts can be replicated quickly or taken out of context and remain in the public domain.

4.1.3 Not all content is made for all Social Media sites. Administrators have the responsibility to research and learn what type of content suits which Social Media site.

(ii) Comments and Messages

4.1.4 FNU expects all conversations online to remain polite and professional. The University reserves the right to delete comments and ban users who engage in posts and messages which contain:

- a) harassment and attacks toward an individual or group;
- b) vulgar, abusive, or racist language;
- c) Physical threats;
- d) Offensive terms;
- e) Spam and promotions that the University does not officially sanction;

4.1.5 Engagement with your audience on Social Media is encouraged through comments and messages. Therefore, all questions, queries, and suggestions received on Official FNU Social Media sites must be responded to on time.

4.1.6 Staff and students who find themselves subjected to the kinds of messages and comments listed in clause 4.1.4 should report their complaints to the Online Safety Commission in their own individual capacity.

4.2 Dormant Social Media Sites

4.2.1 If a Social Media site was created with the University logo, name or bears the name of any of FNU's Colleges or Divisions, but that account is not used regularly or does not support the University's institutional priorities, the Division of Marketing and Communications will remove such accounts from the relevant Social Media sites.

4.2.2 The University will conduct awareness-raising and training sessions to explain the consequences of breaching the social media policy. It will ensure it is brought to the attention of all staff and students that any breach of the Policy (including excessive use of social media) may include termination of employment or termination of studies.

5. For general questions regarding Social Media at FNU, please contact the Division of Marketing and Communications.

Staff and students should read this document in conjunction with the following Fiji National University documents:

- Use of Social Media Policy
- FNU HR Policies (Code of Conduct Policy, Participation in Political Activities Policy, Grievance Policy and Termination of Employment Policy)
- University Academic & Student Regulations (UASR)
- FNU Media Relations Guidelines
- Guidelines on Political Activities

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