

USE OF SOCIAL MEDIA POLICY

Approved by FNU Council on 26 February 2022

1. Policy Overview

Fiji National University recognizes the importance of social media and networking in education and promotes social media use that is fair, accurate and responsible.

This Policy establishes a framework to use social media to discuss and inform university staff, students, and affiliates about University-related issues and expected social etiquette. It also aims to protect their personal and professional integrity and the University's corporate image and reputation.

2. Policy Scope

This Policy applies to all Fiji National University staff, students, and affiliates.

3. Policy Statement

Fiji National University's strategies regarding the responsible and appropriate use of social media platforms and the related obligations of its employees, students, and affiliates are outlined in this Policy.

3.1 General Policy Goals

- 3.1.1 Encourage appropriate use and good practice in communication and promotion through the use of social media.
- 3.1.2 Promote the active and modern use of social media throughout the University.
- 3.1.3 Define the parameters for creating and using official FNU's social media sites.
- 3.1.4 Ensure sound management practices and monitoring of FNU's social media sites.
- 3.1.5 Aim to promote and protect the University, its staff, and students from malicious social media activities.

3.2 Procedure for Official Social Media Account Approval

- 3.2.1 Before creating any social media accounts for the University's official business purposes, staff must seek approval and direction from the University's Director of Marketing and Communications.
- 3.2.2 The procedure is outlined in the SOP for the use of social media and the Social Media Guidelines Manual.

3.3 Administrator's Responsibility

- 3.3.1 All administrators of FNU social media accounts must follow the policies of the social media sites on which they participate. These policies are constantly evolving, and it is the responsibility of all administrators to stay current with these changes.
- 3.3.2 While conducting official university business, administrators of any university social media site must refrain from engaging in any personal activity.
- 3.3.3 Administrators of the social media accounts will submit administrators' reports to the Director of Marketing and Communications and seek legal opinions from the OVC on matters that need to be addressed by the University.

3.4 Appropriate use of Media and Social Media

- 3.4.1 Use of media or social media must follow the University's Standard Operating Procedure on Social Media Guidelines, FNU Media Relations Guidelines, and the University Academic and Student Regulations (UASR) and ICT policy.
- 3.4.2 Staff and students' social media posts will be considered official if they are created and used officially as part of FNU's social media network.
- 3.4.3 When using media or social media in a professional role, content must be truthful, factually correct, and not misleading.

3.5 Use of media or social media must not:

- 3.5.1 Include any comment that appears to speak on behalf of the University, unless the individual has been designated as an official spokesman for the University;
- 3.5.2 Include confidential university information, such as personal or commercially sensitive information, or prohibited material, without permission or consent of the Director of Marketing and Communications;
- 3.5.3 Promote personal, political, or religious beliefs, unless in a purely personal capacity, from a personal social media account, and making clear that the views expressed are personal and do not necessarily reflect those of the University;
- 3.5.4 Post any unauthorized, unofficial, defamatory, confidential, or proprietary information about FNU, its students, alumni, or fellow employees on an official or personal account;
- 3.5.5 Use the University logos, name, colors, and acronyms on social media without the University's Division of Marketing and Communications' permission;

- 3.5.6 Express views and opinions in the public domain to disparage the University; or
- 3.5.7 Express views on behalf of the University unless authorized to do so by the Vice-Chancellor.

3.6 Engaging with the Media and Social Media

- 3.6.1 Staff who wish to contact the media professionally and any student who wishes to contact the media in connection with their experience, studies, or research must follow the University's Standard Operating Procedure on Social Media Guidelines and FNU Media Relations Guidelines.
- 3.6.2 Staff and students who use social media in a professional or personal capacity on the University's ICT network or University-provided devices must follow the University's ICT Policy.

3.7 Official spokesperson

- 3.7.1 Staff must not present themselves as official spokesman for the University unless permitted to do so. They must ensure that any engagement(s) with the media is not misrepresented as being undertaken on the University's behalf.
- 3.7.2 The Vice-Chancellor or official spokespersons are responsible for all media matters relating to communicating on the University's behalf. Authorized spokespersons must be approved by the Director of Marketing and Communications and the Vice-Chancellor.

3.8 De-activation of FNU Social Media Sites

- 3.8.1 Any Social Media site 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 in consultation with the administrators will remove such accounts from the relevant social media sites due to non-compliance.

3.9 Use of FNU IT Resources to Access Social Media

- 3.9.1 Staff and students using FNU IT resources to access or utilise social media must observe all applicable law and regulations and adhere to the terms of this policy, the FNU IT policy and any other relevant policies and SOP.
- 3.9.2 Regardless of whether the Social Media is being used for work or study-related purposes, or for personal use, this responsibility remains in force

3.10 Monitoring

- 3.10.1 FNU employs various measures to protect the security and privacy of its ICT resources. This includes backup, logging of activity and monitoring of general usage trends and patterns.
- 3.10.2 FNU reserves the right to examine and access all data on its ICT resources, including social media activity, to ensure that any use of its ICT resources complies with the law and any relevant policies and SOPs

4. Breach of Policy

The University considers any breach of its policies, guidelines, and procedures seriously. Those caught in violation of the Policy will be dealt with under the University's relevant policies. Any member of staff or students found acting in breach of these policies may face disciplinary action, including termination of employment or studies.

5. Policy Review

The University's Division of Marketing and Communications will undertake annual reviews of this Policy.

6. Related Policies and Documents

This Policy should be read together with, but not limited to the following:

- i. Standard Operating Procedure on Social Media Guidelines- Division of Marketing and Communications;
- ii. FNU Media Relations Guidelines - Division of Marketing and Communications
- iii. FNU HR Policies (Code of Conduct Policy, Staff and Student Guidelines on Political Activities)
- iv. FNU ICT Policies
- v. University Academic & Student Regulations (UASR)
- vi. Staff and Student Guidelines on Political Activities

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