



ABN 86 800 958 958

## **SOCIAL MEDIA REGULATIONS OF THE MONASH GRADUATE ASSOCIATION INC.**

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## **SOCIAL MEDIA REGULATIONS OF THE MONASH GRADUATE ASSOCIATION INC.**

### **1. Short Title**

These Regulations may be cited as the MGA Social Media Regulations.

### **2. Authorising Provision**

These regulations are made pursuant to the Associations Incorporation Reform Act 2012 (Vic) and the MGA Constitution.

### **3. Objective**

The objective of these regulations is to provide guidelines on responsible use of Social Media by members of the MGAEC, campus representatives, graduate committee representatives, affiliated student group members and MGA staff including casual staff, using Social Media in circumstances where they are identifiable as office holders, representatives or staff of the MGA.

### **4. Definitions**

**EBA** means the MGA Enterprise Bargaining Agreement

**MGA** means the Monash Graduate Association Inc.

**MGAEC** means the Monash Graduate Association Executive Committee.

**Social Media** means online services and tools used for publishing, sharing and discussing information. Social Media includes Facebook, Instagram, Twitter, YouTube, and WeChat, Reddit. Social Media can also include but is not limited to forums, blogs, wikis, social networking websites, and any other websites that may come into existence from time to time which permit users to allow easy access to uploading and sharing content.

### **5. Application of these Regulations**

These regulations apply to all MGA Officeholders within the meaning of section 3 of the MGA Constitution and within the meaning of section 82 of the Associations Incorporation Reform Act 2012, as well as MGA staff and representatives.

### **6. Use of Social Media**

MGA recognizes that Social Media is a valuable tool for communication among graduate students and a good means of communication for MGA staff and MGAEC members graduate committee representatives, affiliated student group members, and casual staff with their constituents and Monash University. Social Media is a

useful marketing tool, a means of sharing information, and engaging in discussion.

MGA recognises that use of Social Media embodies the universal principle of free speech. Comments on Social Media are public whether made in official, professional, and/or private capacities. MGA does not seek to fetter and individual's civil liberties. MGAEC members and MGA staff ought to feel free to participate in information exchange and debate, while being mindful of their responsibilities and obligations under these regulations, the MGA Constitution and the Associations Incorporation Reform Act 2012, the MGA staff Enterprise Bargaining Agreement and any governing laws relating to the use of Social Media.

## **7. Social Media Principles**

MGAEC members and MGA staff must be aware that where they are in any way identifiable as being connected to MGA, they are obliged to be mindful that the reputation of the MGA needs to be protected. When using Social Media, all persons falling within the operation of clause 5 of these regulations must consider:

- (a) comments on Social Media are instant and available to a potentially great number of unknown recipients; and
- (b) content published on Social Media sites is publicly available— even on personal accounts; and
- (c) comments exist in perpetuity; and
- (d) comments can be copied and further disseminated to unknown recipients including recipients who were never expected to see it, or who may view it out of context; and
- (e) MGAEC members and staff should never offer specific advice to graduate constituents or the public online; and
- (f) You may be identifiable as being a part of the MGA as privacy settings are not always effective;
- (g) Privacy principles; and
- (h) using an 'alias' or pseudonym does not guarantee anonymity.

## **8. Social Media Guidelines**

MGA Staff and MGAEC Members using Social Media must ensure that their use remains within acceptable use parameters as set out in clause 8.1, and they must not use Social Media for any purpose that is deemed unacceptable under clause 8.2

- 8.1 Acceptable use of Social Media includes an activity or use that:
- does not breach any laws of the local country where the individual is located;
  - maintains confidentiality of MGA information, including any personal and

sensitive information the individual may be privy to as a part of their duties;

- is accurate and not unreasonably misleading;
- is mindful of the impact of the MGA's reputation, purposes and interests;
- abides by the terms of use of the relevant Social Media service provider including showing respect and tolerance of the opinions expressed by others.

8.2 Unacceptable use of Social Media includes use that:

- Is unlawful, discriminatory, defamatory, threatening, harassing, obscene, bullying, or hateful;
- creates a risk to the health and safety of any person;
- is of such a nature that is likely to compromise the duties and responsibilities of the MGA, MGAEC or its staff;
- of such a nature as to disrupt the day-to-day functioning of the MGA;
- uses the MGA's name, logo, ABN, or brand in a Social Media account name or profile without the prior approval of the MGA Executive Officer;
- provides comments that appear or purport to represent the views of the MGA without prior approval of the MGA Executive Officer;
- includes content, or links to content, that is sexually explicit, pornographic, or graphically violent; and
- includes solicitations of commerce.

8.3 In the event of a breach of these regulations, and such breach being in the exclusive opinion of the MGA, then the MGA reserves the right to report the matter to the Victoria or Commonwealth Police, Monash University or any other regulatory body or bodies as the MGA deems fit. A breach may invoke criminal or civil penalties as well an internal Monash University discipline processes or disciplinary action under the MGA EBA. Consequences of breach may result in expulsion or suspension from the MGAEC, expulsion or suspension from associated and affiliated groups clubs or committees.

## 9. Scope of Application

These Regulations apply:

- 9.1 at all times within and outside work hours;
- 9.2 to personal use of Social Media where a connection to the MGA is identifiable;
- 9.3 to comments that are:
  - a) obscene, defamatory, threatening, harassing, discriminatory or hateful to or about any person or entity;
  - b) reasonably perceived to be made on behalf of the MGA as opposed to an expression of a personal view;
  - c) so extreme as to be offensive;
  - d) of such a nature as to compromise duties and responsibilities of the MGA, MGAEC or its staff;

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e) of such a nature as to disrupt the day-to-day functioning of the MGA;

9.4 MGA takes no responsibility for content of any personal accounts or complaints relating thereto.

## **2) Social Media Officers**

MGA staff are responsible for engaging with constituents and the public in an official capacity online. Designated MGA staff are responsible for:

- Checking online interactions of MGA staff and MGAEC members for accuracy and appropriateness of posts;
- Approving the creation and use of MGA name, logo, ABN, or brand, in various social media channels; and
- Alerting the MGAEC and/or MGA Executive Officer to breaches of these regulations.