MASSEY SOCIAL MEDIA GUIDELINES FOR STAFF

These guidelines are designed to give Te Kunenga ki Pūrehuroa Massey University staff members who use social media in a personal or professional capacity an overview on how to engage on these channels appropriately. They sit alongside our Social Media Policy, Media Commentary Policy, Brand Guidelines and specific social media guidance available directly from the Social Media Team. They should be read in conjunction with the Policy on Academic Freedom, Free Speech, and Freedom of Expression.

Personal use of social media

Staff are encouraged to use social media personally and to engage with Massey content. Freedom of expression remains a core right on social media and we support academic staff using social platforms to undertake their responsibilities as critic and conscience of society in their field of expertise.

Basic principles to follow:

1. **Read our policies.** Adhere to our Media Commentary Policy and Social Media Policy. All staff are. subject to these policies in every public setting including on social media.
2. **Be transparent.** If you identify yourself as a Massey University academic and use social media in a personal capacity, consider stating in your account bio or description that your views are your own and do not represent those of your employer/Massey University.
3. **Use good judgement.** Exercise sound judgment and common sense when you engage with content as your actions can also impact the university. Let subject matter experts respond to negative. posts. You may come across critical posts about Massey or its activities - unless you are an authorised spokesperson, avoid the temptation to react and respond yourself. Anything you post can potentially damage your reputation and that of the university.
4. **Maintain confidentiality.** Never disclose internal information from the university (especially if it is sensitive or confidential, including public-excluded reports and/or commercially sensitive information). Remember to respect the privacy of students and colleagues and don't disclose personally identifiable information without permission. Be aware that bringing the university into disrepute might lead to disciplinary action.
5. **Be an advocate for compliments and criticism.** Even if you are not an official spokesperson for Massey, you are one of our most embedded online advocates. If you find positive or negative Massey commentary you believe is reputationally important, consider sharing it with the Social Media Team socialmedia@massey.ac.nz.
6. **Do not comment on behalf of Massey unless you are specifically authorised to do so.** If you are approached by media via social media for comment on corporate university matters, refer them to the Communications Team via communications@massey.ac.nz.

Need additional support or advice?

Contact socialmedia@massey.ac.nz.

Guidance for Massey channels and account operators

Our Massey-branded social media channels aim to foster engagement on our specific research, student activity and university news. They are also the main communications channels for student enquiries and recruitment activity. Massey's branded accounts speak and engage on behalf of the university. Engagement at a university level should be managed by these accounts where technically possible and appropriate.

The Social Media Team may be able to work with you to create and promote content to engage students and other stakeholders on Massey activities through these channels. This depends on the goals, audience, timing and content type. Get in touch with the Social Media Team via socialmedia@massey.ac.nz.

Our national channels include:

- Facebook (Main audience: current students, distance students, staff, alumni, whānau)
- Instagram (Main audience: prospective and current students)
- LinkedIn (Main audience: staff, alumni, university stakeholders)
- X (formerly Twitter - Monitoring only)
- YouTube (Purpose: Video hosting)
- TikTok (Main audience: prospective and current students)
- There are a number of other sub-accounts that can be utilised if content is relevant including alumni and international channels.

Managing social media accounts as a university group/department

As per the Social Media Policy, new accounts need approval first. New social media accounts representing our brand (including the use of the Massey University name and logos) need to be approved by the Communications Manager and the Social Media Manager. New accounts also need to fill an organisational gap that is not already being filled by existing accounts. Contact socialmedia@massey.ac.nz in the first instance for proposal information and advice.

Some groups/departments have active legacy social media accounts. Existing social media account administrators can seek content, engagement, and additional advice from the Social Media Team. The team is available to support you with your work and assist with best practice advice.

Basic principles for the management of existing social media accounts within Massey:

Account Management

- **Uphold the brand.** Accounts using the Massey brand must adhere to the Brand Guidelines. This includes advice on using the Massey logo, colours and fonts. This way all channels have unique content but give a united front as one recognisable and consistent brand.
- **Staff appropriately.** Allocate three staff members to be administrators of your account(s) to cater for workload and content, staff absence, internal changes, and crisis management.
- **Have a strategy.** Have a plan on what you want to achieve with the account, how you will engage your audiences, an ongoing content plan, and a consistent tone of voice and visuals. The Social Media Team can help you with this.
- **Have an exit plan.** Do not hold onto dormant accounts. Accounts using the university name or branding that are not active must be unpublished or removed from the platform.

Monitoring and engagement

- **Monitor regularly.** Balance how often your channel is monitored with the amount of engagements your channel receives. Regularly check on engagements and private messages to be as responsive and timely as possible. Consider turning on notifications to ensure you're notified of new activity.
- **Engage your audience.** Engaging with channel comments and activity is encouraged as it can boost your presence based on certain platform algorithms. Consider creating posts that foster engagement such as asking questions, polls, quizzes, and activity that encourages sharing among your audience.

Content and permissions

- **Focus on quality over quantity.** Ensure your content fits your channel, looks like a quality and authentic product, and is fit for representing the university. Stay upskilled on best practice content formats e.g., length, style, and specs. Best practice can change regularly. Adhere to the Brand Guidelines when creating content containing logos or fonts. An end slide for branded videos can be accessed via the Social Media Team.
- **Be mindful of endorsements.** Only share content that Massey is willing to endorse. This includes linking to commercial products or external organisations.
- **Paid advertising needs prior approval.** All paid advertising and boosted content needs to be discussed with the Social Media Team or the Marketing Team in advance (masseymarketing@massey.ac.nz). This ensures all university advertising activity complements each other and doesn't saturate specific markets.
- **Always have permission.** Make sure you always have permission to publish content (i.e. you are the content creator, have consent from the content owner, the content license allows for creative commons business use or you have purchased the content under a license for commercial use from a stock image site).
- **It is vital to get consent,** or in some cases appropriately notify, anyone who features in content before the content is published.
    - Written consent (i.e., talent release forms) is required for all participants featuring in content that is advertised or boosted on any channel. Talent release forms are located on the Massey University Brand Library.
    - If participants are over the age of 16 and attending a Massey event, we need to notify
    - and inform them either verbally, or via the event registration terms and conditions or have notices easily visible at the event. The statement needs to state what media is being collected and for what purpose we intend to use it.
    - If participants are under the age of 16 and attending a Massey event, we must obtain the relevant parent or legal guardian's consent. Consent should be obtained in writing and
    - kept as a matter of record. If consent is likely to be required for any event or activity you are organising, it is best to organise this as early as possible.
- **Accessibility.** Ensure your content is watchable and readable for people with all abilities. Caption your videos and use alt text (image descriptions) wherever possible. More on accessibility standards.

Managing risk

- **Be professional.** Reputational or challenging issues can often occur. It's important to be responsive. to questions, act with integrity, authenticity, and professionalism, and respond to appropriate messages as soon as time allows. Correct mistakes or acknowledge issues quickly. Treat every message like it's public (even if it is a private message as these can be screen grabbed and shared). I
- **Include Community Guidelines.** We suggest including a link to our Community Guidelines in your channel's description or about section. This outlines appropriate audience behaviour and the threshold for moderation.
- **Moderate.** Don't delete or hide messages if you don't agree with them – consider responding professionally instead. Only remove messages if they breach the Community Guidelines or the terms and conditions of the social media platform.
- **Escalate.** Significant issues concerning Massey's reputation should be escalated to the Social Media Team for help.