

Nōnahea i Whakarerekē Last Modified	February 2022
Rā Arotake Review Date	March 2023
Mana Whakaae Approval Authority	Assistant Vice-Chancellor Engagement
Āpiha Whakapā Contact Officer	Digital Content Specialist - Student Services and Communications

Kupu Whakataki | Introduction

This document covers the use of University of Canterbury social media accounts by those tasked with managing or administering UC Social Media accounts.

Kaupapa Here | Policy Statements

All UC social media accounts must be developed and operated in line with the [University of Canterbury Social Media Administrator Terms of Use Document \(University Style Guide website\)](#)

UC social media accounts cannot be used by staff and students as a way to talk to the media or purport to represent the University, where they have not been authorised by the University to do so (see the **Official University Comment** section of the [Communications and Media Policy \(PDF, 366KB\)](#) .

When acting in his or her individual capacity rather than on behalf of the University, a member of staff or a student must not use a UC social media account and must state that his or her *'opinions are my own'* in content introductions or online profiles.

There is an expectation that academic staff and students engaging with social media directly in their private capacity are to:

- Only comment in their area of expertise;
- Do not purport to represent the views of the University;
- Ensure that the University is appropriately acknowledged; and
- Advise the [Communications and Engagement \(University Communications and Engagement website\)](#) Communications Team of each engagement (including when

and where it will occur). This allows better measurement of the University's media activities.

Refer to the [Communications and Media Policy \(PDF, 366KB\)](#) and the [Critic and Conscience of Society and Academic Freedom Policy \(PDF, 204KB\)](#) for further guidance.

Academic staff and students are however, encouraged to have a social media presence using non-UC social media accounts, and to amplify the messages of their colleagues, departments, and the University to their own social networks.

Tautuhinga | Definitions

Social media – a website or application that enables users to create and share content or to participate in social networking.

Staff/staff member – for the purposes of this policy, the definition of “staff” or “staff member” extends to cover all persons working at, for, or on behalf of, the University (whether paid or unpaid), including but not limited to, contractors, subcontractors and their employees, adjunct appointees, Erskine visitors, consultants, guest lecturers, interns and volunteers.

Student – a person who is currently enrolled as a student at the University, either directly or through official arrangements with another organisation.

UC social media accounts – accounts set up or administrated and approved by a Head of Department or service unit manager. These include accounts that represent the University, a service area or department/school but **do not** include social media accounts run by affiliates, such as University of Canterbury Students' Association (UCSA) clubs.

Types of UC social media accounts covered by this policy include (but are not limited to) Facebook,

YouTube,

Twitter,

Flickr,

Vine,

Blogs,

LinkedIn,

Snapchat,

Instagram,

WeChat,

Weibo and Wikis.

He kōrero anō | Related Documents and Information

Whakaturetanga | Legislation

- [Copyright Act 1992 \(New Zealand Legislation website\)](#)
- [Defamation Act 1992 \(New Zealand Legislation website\)](#)
- [Education Act 1989 \(New Zealand Legislation website\)](#)
- [Fair Trading Act 1986 \(New Zealand Legislation website\)](#)
- [Harmful Digital Communications Act 2015 \(New Zealand Legislation website\)](#)
- [Official Information Act 1982 \(New Zealand Legislation website\)](#)
- [Privacy Act 1993 \(New Zealand Legislation website\)](#)
- [Public Records Act 2005 \(New Zealand Legislation website\)](#)

Ngā Waeture | UC Regulation

- [Behavioural Misconduct Regulations \(PDF,58KB\)](#)

Te Pātaka Kaupapa Here | UC Policy Library

- [Communications and Media Policy \(PDF, 366KB\)](#)
- [Conflict of Interest Policy, Principles and Guidelines \(PDF, 605KB\)](#)
- [Copyright Policy \(PDF, 548KB\)](#)
- [Critic & Conscience of Society and Academic Freedom Principles and Policy \(PDF, 204KB\)](#)
- [Emergency Management Policy \(PDF,485\)](#)
- [Employee Disciplinary Policy \(PDF, 295KB\)](#)
- [Prevention and Management of Harassment and Bullying Policy \(PDF, 307KB\)](#)
- [Privacy Policy \(PDF, 802KB\)](#)
- [Records Management Policy \(PDF, 496KB\)](#)
- [Staff Code of Conduct \(PDF, 4281KB\)](#)
- [Student Code of Conduct \(PDF, 303KB\)](#)

UC Website and Intranet

- [Communications and Engagement contacts \(University Communications and Events website\)](#)
- [Copyright and Privacy \(University WebGuide website\)](#)
- [Digital Team \(University Digital Team website\)](#)

- [Information and Records Management \(University Information and Records Management website\)](#)
- [Social Media \(University Style Guide website\)](#)
- [UC Emergency Management Plan \(PDF, 1.73MB\)\(University In an Emergency website\)](#)
- [UC Social Media Directory \(University Style Guide website\)](#)
- [UC Social Media Approval Request web page \(University WebGuide website\)](#)
- [UC Web Copyright and Disclaimer web page \(University TheUni website\)](#)
- [University of Canterbury Social Media Administrator Terms of Use Document \(University Style Guide website\)](#)

External

- [Defamation \(Media Law Journal website\)](#)
- [Facebook \(Facebook Pages Terms website\)](#)
- [Instagram \(Instagram Terms of Use\)](#)
- [LinkedIn \(LinkedIn User Agreement website\)](#)
- [Snapchat \(Snap Group Limited Terms of Service\)](#)
- [Twitter \(Twitter Terms of Service website\)](#)
- [YouTube \(YouTube Terms of Service website\)](#)

Document History and Version Control Table			
Version	Action	Approval Authority	Action Date
<i>For document history and versioning prior to 2013 contact ucpolicy@canterbury.ac.nz</i>			
1.00	Document developed and approved by Director, Student Services and Communications.	Director, Student Services and Communications	Nov 2015
2.00	Scheduled review by Contact Officer, major changes.	Executive Director, Student Services and Communications	Nov 2017
2.01	Unscheduled review by Contact Officer – added content to Code of Conduct sub-heading, changes to Appendix 2, inclusion of definitions, clarification of policy application.	Executive Director, Student Services and Communications	August 2018
3.00	Scheduled review. Removal of content duplicated in the <i>University of Canterbury Social Media Administrator Terms of Use</i> created in 2021. Links updated and defunct link removed, appendices removed.	Policy Unit	Feb 2022