

UniSport Social Media Policy

May 2025

Purpose

UniSport is committed to engaging stakeholders and the wider community in a meaningful, informative, and positive way. Social media is a powerful and cost-effective platform that allows us to connect with the university sport community, celebrate achievements, share updates, and grow awareness of university sport and the UniSport brand.

Scope

The Social Media Policy is in place to provide a framework for staff authorised to speak on behalf of UniSport and ensure consistency in the way UniSport is presented in the social media and broader community

This policy outlines protocol and responsibilities to assist UniSport in ensuring that all usage of social media by UniSport staff and authorised personnel (including certain volunteers during event periods) successfully showcases UniSport's strengths and continues to build UniSport's reputation.

This policy also outlines protocol and responsibilities for personal usage of social media by UniSport staff in relation to UniSport matters.

This policy does not address personal use of social media by UniSport members that has no reference to UniSport matters.

This policy is an UniSport-wide policy. It applies to:

- All directors on the board of UniSport; and
- All employees, directors, contractors and consultants of UniSport (collectively, staff)

Policy statement

Social media is very broad and covers a variety of online communication tools. The most common social media outlets are social networking websites such as Facebook and Instagram. However, social media also includes (but is not limited to) websites such as X (formerly Twitter), Pinterest, YouTube, LinkedIn, SnapChat, TikTok, Threads and blogs. Social media can be considered to be any online media outlet which allows users to engage and share information with other users (user generated content).

Account approval

- All social media accounts officially representing UniSport should be approved by UniSport management.
- To ensure consistent and clear communication, the following staff are currently authorised to speak on behalf of UniSport on official channels:
 - General Manager: Marketing & Communications
 - Digital Marketing Coordinator
 - GM: Nationals Sporting Program
 - Approved marketing interns or volunteers
- Exceptions to this rule must be specifically authorised by the Digital Marketing Coordinator or the GM of Marketing & Communications on a case-by-case basis.

Confidentiality

- Internet postings should not disclose any information that is confidential or proprietary to UniSport or to any third party that has disclosed information to UniSport. Only information that has been publicly released should be shared, unless prior approval has been given by an authorised UniSport representative. This may include, but is not limited to, sales figures, documents labelled “for internal use only”, or future marketing campaign ideas.
- Staff must not make unauthorised disclosures of confidential information or use it for purposes other than for which it was disclosed, except as required by law. Requirements imposed by an employment agreement, confidentiality agreement or undertaking with a client or other person, imposed by law, procedures or rules must be followed.
- Under no circumstances is a document marked or intended for internal use only to be provided to anyone outside of UniSport, whether by electronic or other means, unless specifically approved by UniSport’s Digital Marketing Coordinator or CEO.
- If you’re ever unsure whether information has been or should be released publicly, please reach out to the marketing team, we are here to help you make the right call and protect UniSport’s integrity..
- Internet postings must respect copyright, trademarks, privacy, fair use, financial disclosure and other applicable laws and guidelines.
- Where confidential information is to be provided to another party, staff must ensure that measures are in place to maintain the confidentiality of that information, such as a legally binding confidentiality agreement. Staff should be aware of all confidentiality obligations covered by UniSport policies.
- Do not discuss a situation involving named or pictured individuals on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum.
- Be mindful of external stakeholders of UniSport. This may include, but not limited to, corporate partners, media and community organisations. All posts should be respectful of these relationships.

Representation

- We ask that employees avoid commenting on UniSport-related matters via personal accounts unless they’ve been authorised to do so. This helps ensure consistency and professionalism across all communications. UniSport staff shall not represent themselves as spokespeople for UniSport, unless authorised to do so by the marketing department or CEO.
- Staff should avoid publishing any content that may unintentionally harm UniSport’s reputation or that of its partners, staff, or members. We encourage respectful, accurate, and constructive communication across all forums, including but not limited to email, online, in print, on radio, TV or other public forums. Comments should be of a respectful and ethical nature, both towards the recipient, UniSport, partners of UniSport, and member organisations of UniSport. Follow a “do no harm” policy - do not engage in name calling or behaviour that will reflect negatively on UniSport or affiliated organisations.
- UniSport encourages you to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, online interaction can result in members of the public forming opinions about UniSport and its employees, partners, and member organisations.

Posting content

- UniSport welcomes contributions from staff to our social media platforms. Your insights, event stories, and highlights help us showcase the vibrant university sport community. This includes liking, sharing and commenting on our posted content. To ensure that the coordination and frequency of posts is kept to a maximum of four posts per day, all staff should notify the marketing department prior to publishing content to any of the UniSport social media feeds.
- All staff, including the marketing department, should verify information prior to posting it, and ensure that it positively represents UniSport, UniSport partners and UniSport member organisations.
- Any information that is incorrect or false should be corrected immediately, and if appropriate, the correction should be announced in order to clarify that prior information is no longer relevant.

- It is UniSport's policy to correct mistakes that appear in the media wherever possible, so as not to perpetuate inaccuracies. This applies to the use of the UniSport name by members, students and partner organisations.
- In order to maintain brand integrity, it is UniSport's preferred position that it does not lend its name to third party endorsements unless there is a formal partnership agreement in place.
- Images and photographs captured by the UniSport team (or suppliers of the marketing department such as photographers, videographers and interns) are the property of UniSport and may only be used across official UniSport platforms for promotional purposes.
- Staff wishing to use UniSport-owned images or photographs on their personal social media accounts must seek approval from the marketing department prior to posting, to ensure the content aligns with our brand messaging and any usage rights or privacy considerations are upheld.

Responding to posts

- Responses to posts by users on UniSport's social media feeds are established on a case by case basis and are to be coordinated by the marketing department on behalf of the organisation.
- We encourage the team to make us aware of any comments made on our channels or about UniSport on social media, so the marketing department can decide on the best course of action.
- We aim to respond to user questions within 24 hours to keep engagement timely and positive.

Responding to posts containing negative comments

- Social media is a public forum and as such users of that forum are entitled to voice their opinions both positive and negative so long as those comments are not deemed to be inappropriate (see section below for definitions of inappropriate content).
- In the instance that a negative comment is posted on an UniSport social media feed by a user, the marketing department should be notified and a coordinated response will be formulated. In some cases, the best course of action may be not to respond, particularly if a response could escalate tension. We'll always handle these situations thoughtfully and strategically. .

Inappropriate content

- To maintain a positive and inclusive environment, UniSport may remove content that breaches our guidelines or could negatively impact our community. Inappropriate content includes, but is not limited to: content that is in any way: discriminatory; harassing; libellous; proprietary; defamatory; abusive; threatening; or could in any way harm the reputation of UniSport and its staff, partners, and member organisations.
- As a guideline postings that reference alcohol or drugs, illegal activity, nudity, racism, sexism, incidents that occur at social program venues or disciplinary issues. Opinions of a political or religious nature should also not be posted.
- In the instance that inappropriate content has been posted by a student, once the post is removed, the relevant University Team Manager, or Sports Officer or Executive Officer should also be notified of the incident. It is then up to the UniSport member to take whatever disciplinary action they deem appropriate with the offender.
- UniSport staff have a responsibility to ensure that their own comments on official UniSport accounts, are not considered to be inappropriate content as per the guidelines above.
- If any staff members are in doubt as to whether the content they wish to post is appropriate or not, that staff member should contact the marketing department.

Media contact and general enquiries

- All media enquiries via social media should be immediately passed onto the marketing department for follow-up.
- All contact with the media to discuss UniSport and/or its activities must be referred to the Marketing Department in the first instance. This includes phone calls, emails, conversations, invitations to meet, etc. Any staff who speak to the media must log the call including the journalist's name, the publication and a brief description of the subject matter.
- Any staff authorised to speak to the media and who have regular media contact must undertake media training. Training details are available from the Marketing department, but approval to get training will need to come from the CEO.
- Under no circumstances are the contact details of UniSport staff to be released via the open forum news feed on social media. If it is deemed appropriate and express permission has been obtained from the UniSport staff member, contact details can be communicated to a user via an instant message rather than the public forum news feed.
- If a third party (client, member or partner organisation) approaches UniSport seeking to use the UniSport name in a media release, advertisement or marketing material, it must be approved by the Digital Marketing Coordinator prior to its distribution or publication.

Policy enforcement

Monitoring

- The marketing department has the primary responsibility for monitoring and responding to posts on the UniSport social media feeds. All other UniSport staff are encouraged to keep an eye on these feeds and bring the following posts to the attention of the marketing department:
 - any unanswered questions contained within posts
 - any negative comments posted by users
 - any inappropriate comments or content including images (see section below on inappropriate content)
- Any staff who find posts directed towards UniSport by other organisations that contain a contentious or potentially libel issue are to advise the marketing department as soon as possible so a response can be formulated.

Potential consequence

- While we hope this policy helps guide positive use of social media, serious or repeated breaches may result in formal disciplinary action, depending on the circumstances. If you do not comply with this policy you may face disciplinary action. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement with UniSport.

Further information

Any enquiries regarding this social media policy should be directed to the GM of Marketing and Communications or the Digital Marketing Coordinator in the first instance. When in doubt, reach out.

Version history

This version: May 2025

Previous versions: February 2021