

Policy Title	
<b>Social Media</b>	
CP No.	CP07
Version	1.0
Location	Applies to all Nodes
Policy/Procedure Link	
Approved by	Centre Executive Committee
Date Approved	16.02.2022
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Next Review Date	February 2023
Contact for Assistance	<a href="mailto:plantsuccess@uq.edu.au">plantsuccess@uq.edu.au</a>

## 1.0 Purpose

To describe the Centre's expectations regarding the use of social media to ensure alignment with our Values of integrity, inclusivity and international excellence, and with the Centre's Behaviours Inventory.

## 2.0 Scope

The Centre encourages members to use social media to promote the work of the Centre; to connect with other Centre Members; to connect with the Centre's wider community of research and industry partners; and to communicate with other stakeholders.

This policy applies to all Centre Members, but does not supersede the requirements of the Centre's host-universities, including applicable codes of conduct and social media policies.

## 3.0 Definitions

Social media	Includes, but is not limited to, platforms such as blogs, micro-blogs (eg Twitter), wikis social networks and networking sites (eg Facebook, LinkedIn), social bookmarking services, user rating services (media sites), fan communities, forums, photo sharing (eg Instagram, Snapchat), and video sharing (eg Vimeo, Vine, YouTube, TikTok).
Centre Members	Centre Members include Chief Investigators (CIs), Partner Investigators (PIs), Associate Investigators (AIs), Centre Post-doctoral Researchers, Associate Post-doctoral Researchers, Centre Higher Degree by Research (HDR) and Honours Students, Associate HDR and Honours Students, and Professional Staff.

## 4.0 Key Controls

### 4.1 General Principles Guiding Social Media Use

4.1.1 Centre Members are encouraged to use social media to engage in constructive, robust discussion. However, in doing so, Centre Members must consider such matters as –

- sharing images or links
- reposting the material of other people
- disclosing personal information
- disclosing confidential or sensitive research material
- unreasonably critiquing the work of others

and other behaviours that may put at risk the reputation of the Centre or that of other Centre Members.

4.1.2 Official social media accounts of the Centre will be managed by the Centre’s Chief Operating Officer (COO) and the Centre’s Communications & Engagement Officer. The Centre’s Outreach Officer will have access to contribute to social media accounts when relevant.

### 4.2 Use of Individual Social Media Accounts

4.2.1 Where Centre Members are using their own social media accounts, they must be mindful that, even if posting anonymously or under a pseudonym, their association with the Centre may be known. Therefore, if commenting on Centre work or other Centre-related matters, appropriate use of language, tone and content is encouraged.

4.2.2 When posting, Centre Members should reflect on the Centre’s Values and the tenets of the Behaviours Inventory. That is, social media posts should:

- be respectful
- take into account conflict of interest issues (potential or real)
- be factual
- not be defamatory or intentionally inflammatory
- not breach embargoes or other restrictions
- not breach confidentiality
- not breach copyright

4.2.3 Centre Members must not post as, or on behalf of, the Centre without permission of the COO or the Communications and Engagement Officer.

### 4.3 Use of Official Social Media Accounts of the Centre

4.3.1 Use of the Centre’s official social media accounts must uphold the principles as outlined at 4.1 and 4.2, above.

4.3.2 Additionally, when using official Centre social media accounts, the Centre Member will be sensitive to issues of diversity and equity.

## 5.0 Monitoring and Review

This CP will be reviewed annually.

## 6.0 Recording and Reporting

The Communications and Engagement Officer will monitor and report upon social media interactions that mention the Centre. Reports will be sent to the Centre Executive Committee on a quarterly basis and may include metrics from individuals who are part of the Centre.

## 7.0 Appendix

Nil.