

WORONI

The Australian National University Student Newspaper since 1950

Facebook & E-mail Usage Policy

Adopted by the Board on 11th December, 2014

I. Purpose

- a. This policy has been created to delineate the constraints and allowances surrounding the usage of the Woroni Facebook Page, the Woroni Radio Facebook Page, the Editors' Facebook Group and the Editors' e-mail threads.
- b. The policy has been created to avoid any misconception that may arise with regards to the usage of these mediums of communication.

II. Definitions

Advertorial: An 'Advertorial' refers to content that is published under a commercial arrangement between ANUSM and an external advertiser, promoter or sponsor of a good and/or services. This definition is reflective of that published by the Australian Press Council.

Announcements: 'Announcements' refers to a formal public statement about an occurrence, the facts of which are clear and indisputable. As a guide, such a post will be under 30 words and will not possess the capacity to create controversy. Examples of such a post include announcing the date for a meeting; or announcing the opening of applications for sub-editor positions; or announcing that a student rally is taking place; or announcing the outcome of an election.

Approved Content: 'Approved Content' refers to content that has received approval as part of the newspaper approval process as delineated in sections 10 and 11 of the Constitution.

Board Meeting: A 'Board Meeting' refers to a meeting of board members as specified in section 16 of the Constitution.

Comments: 'Comments' refers to individuals' posts lodged in response to a post on the Woroni Facebook Page or the Woroni Radio Facebook Page.

Constitution: The 'Constitution' refers to the constitution of the Australian National University Student Media (ANUSM).

Executive: The 'Executive' refers to the Editor-in-Chief, the Deputy Editor-in-Chief and the Managing Editor.

News: 'News' refers to content that is new, interesting, significant and of the public interest. This definition is exclusive of the above definition for 'Announcements,' and so a post that cannot reasonably be classified as an Announcement will possibly fall within the scope of News.

Non-Substantive Questions: 'Non-Substantive Questions' refers to questions of such a nature that cannot be foreseen to creating controversy or discussion. An example of such a question includes "what time is the meeting tomorrow?"

Unapproved Publishable Content: 'Unapproved Publishable Content' refers to posts that have not been subject to the approval process specified in sections 10 and 11 of the Constitution, as well as posts that cannot reasonably be conceived to be Announcements.

WORONI

The Australian National University Student Newspaper since 1950

III. Code of Conduct

- a. This section applies to all Facebook-related mediums of communication, as well as e-mail communication.
- b. This section encompasses the conduct of Board members in their dealings with each other, ANU students, staff and members of the community. This section is reflective of Schedule 2 of the Constitution.
- c. All Board members should:
 - i. Treat others with respect;
 - ii. Treat others with courtesy, fairness and equity;
 - iii. Engage in conduct that is respectful of differences and nondiscriminatory on the basis of sex, race, sexuality, disability, cultural background, religion, marital status, age, union affiliation, political conviction or family responsibilities;
 - iv. Avoid behaviour that may be reasonably perceived as harassing, intimidating, overbearing, bullying or physically or emotionally threatening;
 - v. Be responsive, courteous and prompt in their dealings.

IV. The Woroni Facebook Page

- a. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.
- b. The posting of Advertorials is not permitted, except by a decision of the Board.
- c. The following actions can be performed by any one Editor without any prior approval:
 - i. Making Announcements;
 - ii. Creating events;
 - iii. Posting links to Approved Content;
 - iv. Uploading photographs or videos; and
 - v. Replying to Comments as private individuals without reference to their acts as Editors.
 - vi. Editing posts for spelling, grammar and syntax.
- d. The following should only be performed by the Managing Editor:
 - i. Sponsoring the page, posts, events, etcetera by means of paid Facebook advertising.
- e. The following actions can be performed by any one Editor, after seeking approval from a Content Editor and a member of the Executive other than him or herself:
 - i. Making posts classified as Unapproved Publishable Content.
- f. The following actions can be performed by any one Editor, after seeking approval from the Content (News) Editor and a member of the Executive other than him or herself:
 - i. Making posts classified as News.
- g. The following actions can only be performed by the Editor-in-Chief or the Deputy Editor-in-Chief:

WORONI

The Australian National University Student Newspaper since 1950

- i. Responding to private messages as Woroni; and
 - ii. Responding to Comments as Woroni.
- h. In making posts, and in the absence of reasonable circumstances that preclude them from doing so, all Editors should adhere to the following rules:
 - i. The maximum limit for Facebook posts is 4 posts per day.
 - ii. There should be a 2-hour period between posts.
 - iii. Before making a post, the poster should check for an available slot in the Facebook Posts Google Calendar.
 - iv. Upon there being an available slot, the poster should then schedule his or her post in the calendar for others to see, and subsequently schedule the post on Facebook.
- i. After seeking approval from another Executive member, any one member of the Executive is allowed to delete a post that he or she considers to be in breach of any of the above provisions.

V. The Woroni Radio Facebook Page

- a. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.
- b. The following should only be performed by the Managing Editor:
 - i. Sponsoring the page, posts, events, etcetera by means of paid Facebook advertising.
- c. Subject to subsection (b) above, the Radio Editor has complete discretion and autonomy to operate the Woroni Radio Facebook Page.
- d. Any actions undertaken as the Woroni Facebook Page by someone other than the Radio Editor must receive approval from the Radio Editor.
- e. Deletion of posts will also be at the discretion of the Radio Editor, subject to any decisions made by the Board.

VI. The Editors' Facebook Group

- a. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.
- b. The Editors' Facebook Groups is to be used only for the following purposes:
 - i. Announcements.
 - ii. Non-Substantive Questions.
 - iii. Humour.
- c. Any discussion of controversial or non-controversial topics is not to be had on the Editors' Facebook Group. Discussions of this sort are to be had in an e-mail thread or at a Board meeting.
- d. Any one Editor can at any point flag a post as inappropriate for the Editors' Facebook Group and request the original poster that it be transferred to e-mail, or request the Editor-in-Chief that a Board Meeting be convened.