

WORONI

Australian National University Student Media

SOCIAL MEDIA AND COMMUNICATIONS POLICY

1. Purpose:

This policy applies to all social media communications and internal communications on behalf of ANUSM.

1. This policy encompasses the conduct of Board members, staff, sub-editors and volunteers in their dealings with each other, ANU students, staff and members of the community. This section is reflective of the ANUSM Code of Conduct.
2. This policy has been created to delineate the constraints and allowances regarding the usage of the Woroni name and brand on social media and in communication with the community.
3. Online, Board members, sub-editors and employees should:
 - a. treat each other with respect;
 - b. treat others with courtesy, fairness, compassion and equity;
 - c. engage in conduct that is respectful of differences and non-discriminatory on the basis of sex, race, sexuality, disability, cultural background, religion, marital status, age, union affiliation, political conviction or family responsibilities;
 - d. avoid behaviour that may be reasonably perceived as harassing, intimidating, overbearing, bullying, or physically or emotionally threatening; and
 - e. be responsive, courteous and prompt in their dealings.

2. Definitions:

1. 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 40 words and will not be controversial. Examples of such a post include announcing the date for a meeting, the opening of applications for positions available, events happening on campus or outcomes of ANUSM elections.
2. Approved Publication – refers to a publication that has received approval as part of the approval process as outlined in the Approval Procedure for ANUSM Publications, as well as s14 of the ANUSM Constitution. This includes content and news contributions, radio episodes and podcasts, and video content.
3. Official Post - An official post is posted by an Editor or a sub-editor with the approval of their relevant editor.

3. Use of Woroni Social Media Accounts in Compliance with this policy

1. An individual will not be granted administrative access or privileges to a Woroni social media account until reasonable efforts have been made to ensure that they have read and understood, and agree to abide by this policy.
2. An individual has read and understood, and agrees to abide by the policy when they have signed the appropriate Social Media Memorandum of Understanding.
3. The editor, sub-editor or employee is responsible for any actions they undertake whilst using the Woroni social media accounts until such time as the individual has read and understood, and agrees to abide by the policy.
4. Where this policy states that an editor, sub-editor or employee may perform any action or social media-related function, with or without prior approval, it assumes that they have agreed to abide by the terms of this policy when signing their Social Media Memorandum of Understanding.

4. Woroni and Woroni Radio Facebook Pages:

1. Woroni has two Facebook pages (Woroni and Woroni Radio) that need to be managed effectively for the purpose of engaging members with the content being produced across the platforms.
2. The purpose of the Woroni Facebook page is for the promotion of Woroni organised and related meetings and events, the posting of News, Content and TV.
3. Only the Editor-in-Chief or Deputy Editor-in-Chief or the Editor or sub-editor they choose to delegate to can:
 - a. respond to private messages as Woroni; and
 - b. respond to comments as Woroni.
4. The Radio Editor can perform the following actions without any prior approval:
 - a. respond to private messages as Woroni Radio;
 - b. respond to comments as Woroni Radio;
 - c. create events;
 - d. make announcements;
 - e. upload photographs or videos;
 - f. livestream Woroni Radio;
 - g. reply to comments from personal accounts as private individuals without reference to their positions at ANUSM; and
 - h. edit posts for spelling, grammar and syntax.

5. Only the Managing Editor can sponsor the pages, posts, events, et cetera by means of paid advertising.
6. All Editors must monitor the comments on posts shared on the Woroni Facebook page. Where it is necessary to post or reply as Woroni, it is the responsibility of the Editor-in-Chief or Deputy Editor-in-Chief.
7. All Editors must monitor the comments on posts shared on the Woroni Radio Facebook page. When conflict, disputes or generally negative commentary occurs, it is the responsibility of the radio editor to consult with the Board prior to any response as Woroni Radio.
8. Any Editor can edit posts for spelling, grammar and syntax without any prior approval.
9. Any Editor or sub-editor can reply to comments from personal accounts as private individuals without reference to their positions at ANUSM without any prior approval.
10. It is assumed that authors, artists and contributors are happy to have their content uploaded to the website and shared on social media, however, Editors and sub-editors must get approval to tag an author when sharing approved content on Facebook. The same rule applies for those who feature in or have created video and photographic content that has been approved for publication where this is possible and feasible.
11. Any Editor or sub-editor can share approved publications after seeking approval from:
 - a. the Content Editor if the approved publication is a content contribution;
 - b. the News Editor if the approved publication is a news article; or
 - c. the Television Editor if the approved publication is a video.
12. Any Editor or sub-editor can make posts classified as news updates after seeking approval from the news editor.
13. Any Editor or sub-editor can upload and share official Woroni photography after seeking approval from a member of the Executive.
14. Any Editor or sub-editor can upload and share official Woroni art after seeking approval from the art editor.
15. Any Editor or sub-editor can livestream Woroni Radio, Woroni TV, or for the purpose of broadcasting breaking news, after seeking approval from the respective Editor and after having explicitly agreed to abide by conduct stipulated in this policy.

16. After seeking approval from an executive member (other than themselves), any editor can delete a post that they consider to be in breach of any of the above provisions
17. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.

5. Woroni Instagram

1. Any Editor or sub-editor can perform the following actions without any prior approval:
 - a. make announcements;
 - b. upload photographs or videos;
 - c. edit posts for spelling, grammar and syntax; and
 - d. reply to comments from personal accounts as private individuals without reference to their positions at ANUSM.
2. Only the Editor-in-Chief, Deputy Editor-in-Chief or the Editor or sub-editor they choose to delegate to can:
 - a. respond to direct messages as Woroni; and
 - b. respond to comments as Woroni.
3. It is assumed that authors, artists and contributors are happy to have their written content published in the newspaper, uploaded to the website and shared on social media, however, Editors and sub-editors must get approval to tag an author when sharing approved content on Facebook. The same rule applies for those who feature in or have created video and photographic content that has been approved for publication where this is possible and feasible.
4. After seeking approval from an executive member (other than themselves), any editor can delete a post that they consider to be in breach of any of the above provisions.
5. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.

6. Woroni Twitter and Woroni Radio Twitter Accounts

1. Only the Managing Editor can sponsor the page, posts, events, et cetera by means of paid advertising.
2. Any Editor or sub-editor can perform the following actions without approval from the Editor-in-Chief, News Editor or Content Editor:
 - a. share approved ANUSM publications, or links to an approved ANUSM publication;

- b. make announcements;
 - c. publish news updates; and
 - d. edit posts for spelling, grammar and syntax.
 3. The news team must monitor the comments on posts shared on the Woroni Twitter page. Where it is necessary to post or reply as Woroni, it is the responsibility of the Editor-in-Chief, Deputy Editor-in-Chief or news editor after consultation with the Board has occurred.
 4. It is assumed that authors, artists and contributors are happy to have their written content published in the newspaper, uploaded to the website and shared on social media, however, Editors and sub-editors must get approval to tag an author when sharing approved content on Facebook. The same rule applies for those who feature in or have created video and photographic content that has been approved for publication where this is possible and feasible.
 5. After seeking approval from an executive member (other than themselves), any editor can delete a post that they consider to be in breach of any of the above provisions.
 6. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.
7. All secret and private groups administered by Woroni
1. Before creating a secret or private group to be administered by Woroni, the Editor seeking to create the group must send a brief rationale to the Board and get approval by a majority decision of the Board.
 2. Only current Editors can be administrators of secret and private Woroni Facebook groups.
 3. When an Editor's term ends they must make another current Editor the administrator of the group and change their status to that of a general member or leave the group.
 4. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.

8. All public groups administered by Woroni

1. Before creating a public group to be administered by Woroni, the editor seeking to create the group must send a brief rationale to the Board and get approval by a majority decision of the Board.
2. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.

9. External Communications

1. All editors, sub-editors and employees are free to utilise social media platforms for their own personal use without reference to their positions at ANUSM.
2. Any editor, sub-editor or employee can reply to questions and positive commentary with reference to their positions at ANUSM without any prior approval. Editors, sub-editors and employees should ensure that the information they publish is accurate and helpful, and that their participation in commentary is thought-through and meaningful.
3. Editors, sub-editors and employees are asked to inform a member of the executive if they see negative commentary about Woroni on a social media platform. Editors, sub-editors and employees are also asked to inform an editor if they see unanswered questions related or directed to Woroni on social media.
4. Where negative commentary occurs on social media external to Woroni administered accounts, groups and pages, it is the responsibility of the Editor-in-Chief to reply. Responses should be discussed with the members of the Board who are available at the time, and responses should be published as soon as possible. At no dissent from the Board, the Editor-in-Chief can also delegate the duty of replying to another editor.
5. Any inquiries not covered by this section must be brought to the Board and submitted to a vote.

10. Creating Social Media Accounts

1. Before creating a new social media account to be administered by Woroni or represent Woroni, the editor seeking the account must send a brief rationale to the Board and get approval by a majority decision of the Board.

11. Policy Details

This policy was adopted by ANU Student Media on 04/07/2018

The policy was last updated on 24/08/2018

The policy was last updated on 1/06/2023