



SOCIAL MEDIA POLICY

Authorised By:	President (CEO)	Revision: 1.12
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Related Documents:	Marketing Policy Our Learning Community Values	
Superseded Documents:	Nil	
Responsible Officer	Registrar	
Review:	Head of Marketing	

Any person who requires assistance in understanding any aspect of this document should contact the Responsible Officer.

1. Overview

Tabor encourages the use of social media technologies to build community, and enhance communication, collaboration and information exchange.

The college is committed to upholding the values of authentic community, freedom of expression, equity, justice, service and exemplary individual and corporate citizenship.

2. Scope

This policy applies to all Tabor staff members including adjunct lecturers and any contractors and consultants engaged in social media on behalf of Tabor.

This policy does not relate specifically to personal use of social media, however when participating in personal social media networks, staff should be aware of the way they function as representatives of Tabor and act accordingly.

3. Policy Principles

This policy and associated documents will outline the procedural aspects of creating an online social media presence on behalf of Tabor, as well as guide participation in this area.

4. Procedures

- 4.1 All Tabor staff members and nominees who wish to represent Tabor online must complete the Tabor Social Media Induction program prior to beginning social media activities.
- 4.2 The ultimate responsibility for the accuracy and relevancy of information found on and within the various Tabor Faculty and Department Social Media sites and accounts remains with the relevant Dean of Faculty or Head of Department.
- 4.3 Please refer to the Social Media Flowchart (Appendix A) for the steps to take, dependent upon the circumstance and note that the fulfilment of all steps is a requirement for every staff member who wishes to commence, or who is already engaged in the use of Tabor social media.
- 4.4 Also see Social Media - General Guidelines (Appendix B) for information regarding staff member responsibilities to the College, to self and to others when participating in social media communications.

5. Definitions

Social Media: For the purposes of this policy, Social Media at Tabor refers to the creation and use of information technology supported social networking media including (but not limited to) Facebook, Twitter, YouTube, Vimeo and LinkedIn.

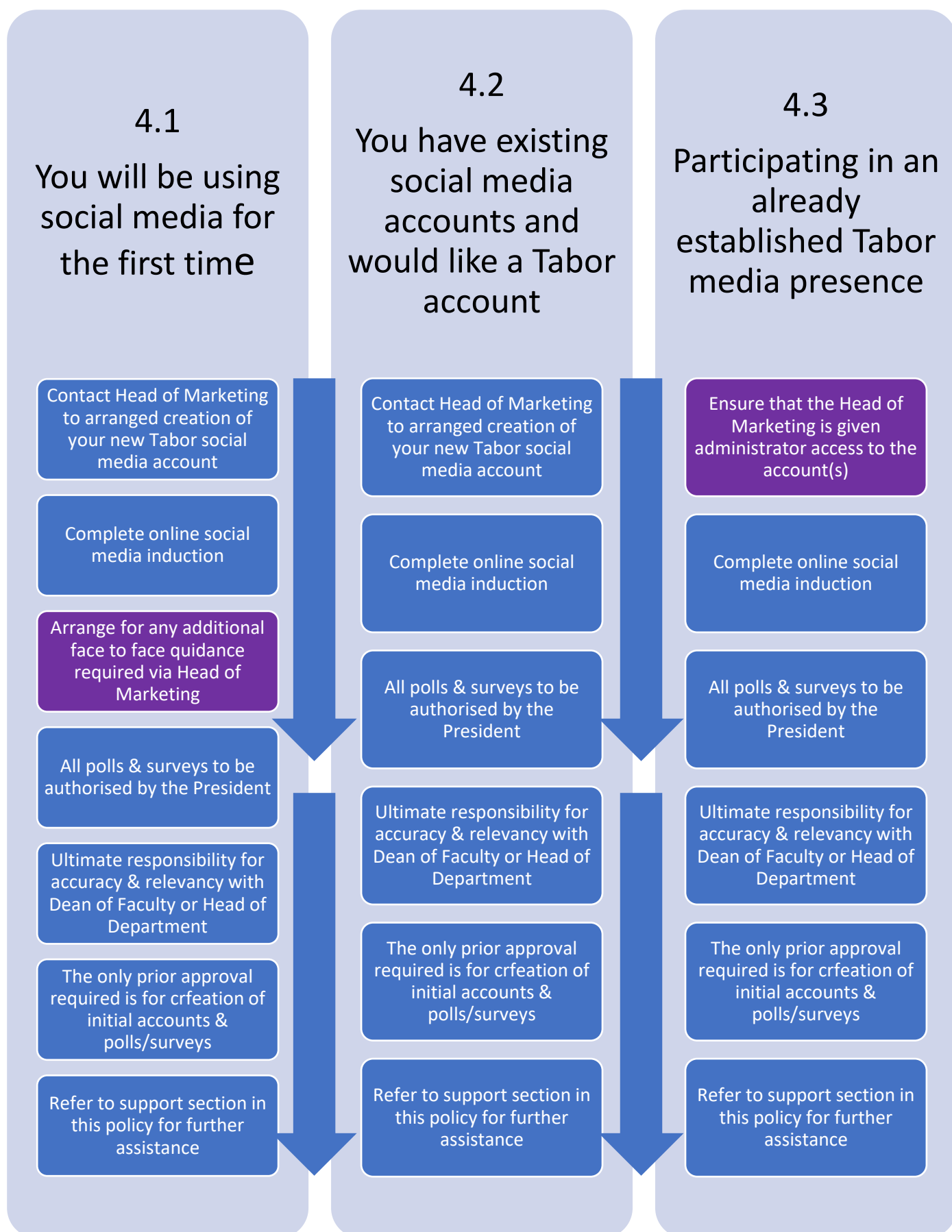
Social Media can further be defined as the use of web-based and mobile technologies to turn communication into an interactive dialogue.

Social media can take on many different forms, including Internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. According to Kaplan and Haenlein there are six different types of social media: collaborative projects (e.g. Wikipedia), blogs and microblogs (e.g. Twitter), content communities (e.g. Youtube), social networking sites (e.g. Facebook), virtual game worlds (e.g. World of Warcraft), and virtual social worlds (e.g. Second Life). Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing, and voice over IP, to name a few.
http://en.wikipedia.org/wiki/Social_media

See also [Global Definitions](#)

6. Communication / Training

The Head of Marketing will provide training in this policy and any subsequent amendments



SOCIAL MEDIA - GENERAL GUIDELINES (Appendix B)

Trust and credibility – On the web you are what you publish so when engaging in social media always act honestly to ensure your credibility is maintained. If you make mistakes be the first to admit them, and, where possible make public corrections.

Think before you post – Posting on the Internet creates a record that is often permanently associated with yourself and Tabor. Don't post anything you are likely to regret later as it is very hard, if not impossible to remove content after the event and especially after something has been distributed through social networks. Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous.

Tone and Personality – When writing on social media, adjust your tone so it is appropriate for your audience. Social media often uses an informal, yet polite conversational tone. Always remember you are just another participant and that you must earn your reputation piece by piece. Remember to be yourself and communicate as a person and not a faceless institution.

Always add value – Add value through your social media interactions by contributing valuable content or answering specific questions. Don't blindly pursue your own agenda because this often backfires.

Maintain what you establish – If you decide to make use of social media make sure you maintain your online presence. Information you publish should be up-to-date and accurate. Responses to queries should be timely and you may consider stating openly how long it will take you to reply to enquiries once they are made. Also consider whether you should put information on social media sites if that information is subject to change frequently. For example, current course information, or events – these should already be on the main Tabor website so consider pointing people back to that website so you only have to update information in one place.

Authority – When using social media, be sure to only speak authoritatively on topics you are authorised to speak on. Make sure you clearly state your role at Tabor and identify if you are speaking in an official capacity or simply offering a personal opinion. If you are not authorised to make comment on a subject consider referring your audience onto someone who may be able to help them.

Communicate, don't broadcast – Social media is one area where it's not all about you or the message you want to get out there. Don't assume everyone wants to hear what you want to tell them, especially where Tabor and its products and services are concerned. Be modest, subtle and respect the rules of the medium in which you are engaging (i.e. some forums have rules against posting advertisements).

Personal safety and privacy – Forms of social media (like Facebook and Twitter) can offer real-time information about who you are, what you are doing and where you are. Consider your privacy and safety before broadcasting your location or details about what you are doing. This is even more important when using social media on a mobile device. Have no expectation of privacy.

Be mindful that you are representing Tabor. Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on Tabor. Also be aware that when you mix your work and personal lives – the general public consider us 'the voice' of Tabor 24/7.

If it's official Tabor communication, be dedicated, be constant – get permission, listen, plan, contribute regularly and keep listening.

Complete the Tabor Social Media Induction program. All staff members who wish to represent Tabor online must complete the Tabor Social Media Induction prior to beginning or continuing these activities.

Follow our Marketing Procedures and all other relevant policies. The foundation for these Social Media Guidelines is taken from Our Learning Community Values statement.

Be transparent. Identify yourself when discussing Tabor related topics or issues. Use your real name, tell people you work for Tabor and be clear that you are giving your personal opinion.

Keep records. It is critical that we keep records of our interactions in the online social media space and monitor the activities of those with whom we engage. Because online conversations are often fleeting and immediate, it is important for you to keep track of them when you're officially representing Tabor. Remember that online statements can be held to the same legal standards as traditional media communications.

When in doubt, do not post. Tabor staff members are personally responsible for their words and actions, wherever they are. As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public or confidential information. Exercise sound judgement and common sense, and if there is any doubt, DO NOT POST IT. In any circumstance in which you are uncertain about how to respond to a post, send the link to the Head of Marketing for discussion and /or advice.

Give credit where credit is due and don't violate others' rights. DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilising their content. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rights holder(s).