



## Student social media policy

### 1. Purpose

Mars Institute acknowledges the rapidly growing use of social media by students and encourages its use for the primary purposes of learning, engaging, connecting, collaborating, and promoting MARS.

The purpose of this policy is to ensure students understand the requirements of MARS official social media accounts, and the requirements of MARS use of social media both in a professional capacity on behalf of MARS and in a personal capacity.

Emphasis is placed on guiding principles of behaviour and a common-sense approach to the use of social media to ensure:

- that, as much as possible, content, and genuine conversation on social media is allowed to continue without interruption from MARS
- the use of social media is consistent with the MARS policies and procedures.
- MARS reputation and that of its staff and students is enhanced and not compromised through the use of social media.
- MARS legal obligations are not compromised through the use of social media. The use of social media is consistent with the MARS policies and procedures.
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### 2. Scope

This policy applies to the use of social media by students.

- representing MARS via social media in a professional capacity; and/or
- where reference is made to MARS on a social media site, or the use of social media may have an impact on or
- affect MARS or members of the MARS community (including other staff and students)

| Term                    | Definition   |
|-------------------------|--|
| Social media Account(s) | This term is used to refer to the individual listing within a platform (e.g.: page, group, persona, handle, etc)   |
| Academic freedom        | The freedom of students to engage in intellectual inquiry, to express their opinions and beliefs, and to contribute to public debate, in relation to their subjects of study and research. The freedom of students to express their opinions in relation to the higher education provider in which they work or are enrolled.<br><br>The freedom of students to participate in student societies and associations. |

|                            |  |
|----------------------------|--|
| Creation or create         | The building, establishment or making public of a social media account   |
| Friends Followers or Likes | Connections formed on social media accounts which allow access to posts and posting  |
| Going live                 | A message (which can take the form of text, image, audio, video, or a combination of these mediums) that is published on a social media platform |



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|                    |   |
|--------------------|---|
| Platforms          | This term is used to describe the type of social media (e.g.: Twitter, Blog, Snapchat, Facebook)  |
| Posting or post(s) | A message (which can take the form of text, image, audio, video, or a combination of these mediums) that is submitted to social media for publication   |
| Social media       | <p>Social media is an online means of communication that is used by groups and individuals to share information. Examples include but are not limited to:</p> <ul style="list-style-type: none"> <li>social networking platforms (e.g.: Facebook, LinkedIn, Twitter, Instagram, Snapchat)</li> <li>Video and photo sharing website (e.g.: YouTube, Flickr)</li> <li>Blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications</li> <li>Forums and discussion boards (e.g.: Google groups, Whirlpool)</li> <li>Wikis (e.g.: Wikipedia)</li> <li>Void and podcasting</li> <li>Instant messaging</li> <li>Virtual communities (e.g.: Second Life)</li> <li>Any other websites that allow individual users or companies to post comments to the web.</li> </ul>              |
| Use                | <p>Professional use of social media refers to authorised use of social media as an official representative of MARS as an official representative of MARS. Professional use of social media may include MARS approved social media accounts or official comment on behalf of MARS on other social media accounts.</p> <p>Personal use of social media refers to the use of social media in a non-official capacity accessed via:</p> <ul style="list-style-type: none"> <li>MARS equipment or its networks; or</li> <li>personal equipment or other networks, where the use of social media impacts on or affects the:           <ul style="list-style-type: none"> <li>legal responsibilities of MARS; and/or</li> <li>rights of other members of the MARS community or MARS stakeholders.</li> </ul> </li> </ul> |
| Users              | social media users or users means students  |



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### 3. Policy

Social media users must be mindful that their use is respectful to MARS and members of the MARS community and in accordance with MARS policies and procedures.

Users are reminded that the same laws, expectations, and guidelines which apply in the real world also apply online. Social media users are accountable for anything they post online.

A breach of this policy may result in disciplinary action against the student, in accordance with relevant MARS policies and procedures. MARS reserves the right to edit, delete, reject, or remove content which breaches this policy or any MARS policies or procedures.

| Principle  | Demonstrated by  |
|--|--|
| MARS reputation and that of its students is enhanced and not compromised through the use of social media | <ul style="list-style-type: none"> <li>• Expecting students to behave professionally when using social media.</li> <li>• Expecting students to comply with legal requirements, including MARS policies and procedures when using social media</li> <li>• Encouraging students to familiarise themselves with, and adhere to the social media policy and procedure</li> </ul> |