

# Social Media Policy

UNSW Medical Society

## Position Statement

MedSoc Aligned pages have the role of forums for distribution of academic information, updates on logistical information regarding the timetable, constructive and respectful feedback, and release of ideas and internal and external opportunities pertinent to the relevant cohort.

We acknowledge that all MedSoc Aligned Social Media pages are guided in line with the UNSW Student Social Media Guidelines (1) and indeed, subject to the UNSW Student Code of Conduct (2) and the UNSW IT Resource Policy (3). We “observe standards of equity and respect in dealing with every member of the University community”. This is also subject to State (4) and Commonwealth (5) anti-discrimination and harassment legislation.

MedSoc should deal with all posts made on social media fairly, impartially and consistently. MedSoc aims to maintain an “environment which fosters student participation in debate and in which students can freely express alternative points of view” (2). In doing so, MedSoc has a duty to respect the rights of others to express personal, political and religious views in a lawful manner. In the interest of maintaining this balance, MedSoc’s current policy enacted from Council 1, 9 March, 2016 is the following:

## 1. Introduction

- 1.1. MedSoc aligned pages on Facebook include: Year Group Pages, Specialty Interest Group (herein SIG) pages, the Medicine Noticeboard. MedSoc aligned pages also include other social media pages, the MedSoc Website and the MedSoc Moodle Forum.
- 1.2. Any views expressed by individuals on a MedSoc aligned page unless ratified by the MedSoc Council are not necessarily representative of the position of MedSoc, UNSW Australia, our sponsors or any of our partner societies and incorporates.
  - 1.2.1. This disclaimer should be included in the description of all MedSoc aligned pages.
- 1.3. Administrators of the MedSoc Facebook page, Instagram account and Twitter account will be the Public Relations

Director and President. At their discretion, other members can become content creators.

- 1.4. Administrators of any MedSoc aligned page will include the Public Relations Director, MedSoc volunteers as relevant, the SIG Executive as relevant, the returning officer as relevant, and the creator of the page, who cannot be removed.

## MedSoc Social Media Pages

### 2. Facebook Year Group Pages

- 2.1. The purpose of the year group pages is for sharing of information between students of that year.
- 2.2. There will be no advertising of MedSoc or SIG events on Facebook Year Group Pages unless they are specific to the needs of that year group
- 2.3. Any event advertising on year group pages must only be as a comment on the pinned post.
- 2.4. Any event link posted directly to the year group page that is not specific to that year group will be deleted from the wall. The organiser may then share it as a comment on the pinner post..
- 2.5. Event organizers who believe they have special precedence to advertise their events on year group pages can apply for exemption.
  - 2.5.1. This will be reviewed by Medsoc Executive.
  - 2.5.2. Organisers can apply for exemption with an email to Public Relations Director outlining the special reasoning for exemption.
- 2.6. Members of these class groups should be UNSW Medicine students only. Any external parties wishing to post must contact the Public Relations Director
- 2.7. The executive reserves the right to remove from the group external parties or students not complying with the expected code of conduct.

### 3. Pinned Post

- 3.1. MedSoc and SIG event advertising on Year Group Pages will be replaced by a pinned post with the title 'Upcoming Events'.
- 3.2. When a MedSoc/SIG member creates an event, they can then post the link to the event as a comment on the pinned post.

- 3.3. The event will then be deleted from the list once it has already occurred.
- 3.4. It is the responsibility of the event creator to post the event onto the pinned post.
- 3.5. There will be no bias in regards to the order in which events appear on the pinned post (first come first serve basis).

#### 4. MedSoc/SIG Event Pages

- 4.1. Advertising on event pages is permitted.
- 4.2. Advertising as a Status Update from the SIG/MedSoc account is permitted.
- 4.3. Promotional videos/posters are preferred as opposed to text-based posts.
- 4.4. Advertising material must contain the MedSoc logo and the Arc logo.
  - 4.4.1. These must also be present on the Event Page cover photo.
- 4.5. Advertising material must contain correct acknowledgement of sponsors.
- 4.6. Event pages are to be created by MedSoc events team/Public Relations Director from the UNSW MedSoc Facebook account.
  - 4.6.1. Public events must never be created from individual accounts.
  - 4.6.2. SIGs can create their events from their own SIG page. Acknowledgment may be shared as a status update on the UNSW MedSoc page upon request.
    - 4.6.2.1. Ideally in the form of a poster or video.
    - 4.6.2.2. These will be viewed by the Public Relations Director before posting
    - 4.6.2.3. Must contain the MedSoc and Arc logo.
    - 4.6.2.4. Must adhere to sponsorship agreements.
- 4.7. The Facebook event should be created and disseminated at least two weeks before the event.
- 4.8. Creators of the event can invite people to their event.
  - 4.8.1. There is no limit to the number of people permitted to be invited.
- 4.9. Events posting must comply with ARC regulations.

5. UNSW Medicine Noticeboard

- 5.1. The Purpose of the UNSW Medicine Noticeboard is to disseminate information to the entire UNSW Medicine Cohort
- 5.2. The following posts will be permitted on the noticeboard
  - 5.2.1. Promotion of events and activities run by MedSoc, SIGs and PAGs
  - 5.2.2. Promotion of events run by MedSoc affiliates, including
    - 5.2.2.1. General Practice Student Network
    - 5.2.2.2. Rural Allied Health and Medical Society
    - 5.2.2.3. Medical Students Aid Project
    - 5.2.2.4. National Rural Health Student Network
    - 5.2.2.5. New South Wales Medical Students Council
    - 5.2.2.6. Australian Medical Students Association
  - 5.2.3. Promotion of events run by other medical societies
  - 5.2.4. Promotion of relevant events run by other UNSW Societies
  - 5.2.5. Dissemination of information from MedSoc
  - 5.2.6. Dissemination of relevant information from the UNSW Medicine Faculty
  - 5.2.7. Job opportunities
  - 5.2.8. Free opportunities relevant to UNSW Medicine students
  - 5.2.9. Paid opportunities which have been coordinated by the MedSoc sponsorship officer
- 5.3. The following posts will not be allowed on the noticeboard
  - 5.3.1. Paid opportunities which have not consulted the Sponsorship Director
    - 5.3.1.1. Any Sponsorship posts by SIGs, PAGs or affiliates will generally not be allowed on the noticeboard. An exemption may be made at the discretion of the Sponsorship Director.
  - 5.3.2. Promotion of events not relevant to UNSW Medicine students
  - 5.3.3. Posts which are discriminatory or harassing in nature
- 5.4. Any posting will be at the discretion of the Public Relations Director, and posts may be deleted by any of the page administrators, and repeats can be made, as per section 7
- 5.5. Members of the Noticeboard should be UNSW Medicine students only

## 6. Community standards and moderation

6.1. The community standards for these social media platforms are as follows:

6.1.1. All activity and behaviour on social media should be in line with the UNSW Student Code of Conduct, in particular

6.1.1.1. Treat all University staff, other students, with courtesy, tolerance and respect. This extends to teaching staff in venues off campus and online, and supervisors and others involved in workplace or clinical placements, fieldwork or other practicum.

6.1.1.2. Respect the rights of others to be treated equitably, free from all forms of unlawful discrimination, harassment and bullying.

6.1.1.3. Respect the rights of others to express political and religious views in a lawful manner.

6.1.1.4. Not engage in behaviour that is perceived to be threatening or intimidating or causes any person to fear for their personal safety or well-being.

6.1.1.5. Not behave in a way that disrupts or interferes with any teaching, learning or academic activity of the University or any political, cultural, social or sporting gathering conducted by the University or authorised to be held on a campus of the University.

6.1.1.6. Not engage in unlawful behaviour

6.1.2. Specifically, any posts or comments on the pages should not be:

6.1.2.1. Unlawful;

6.1.2.2. Discriminatory, defamatory or vilifying on the grounds of

Age

Compulsory retirement

Cultural background

Disability (physical, intellectual, psychiatric, sensory, neurological or learning disability, physical disfigurement, the presence in the body of an organism capable of causing disease, and current, past, future or imputed disability)

Gender (including maternity and pregnancy)

Marital status and civil partnership  
Physical appearance  
Political affiliation, beliefs and views  
Race  
Religious affiliation, beliefs and views  
Sex or sexual harassment  
Sexual orientation  
Transexuality, transgender or gender identity  
Actual or imputed characteristics of above  
Association with a person identified by the attributes listed above

- 6.1.2.3 Promoting illegal acts or advocating violence;
- 6.1.2.4 Obscene, pornographic, paedophilic, or sexually explicit outside a strictly medical context;
- 6.1.2.5 Threatening;
- 6.1.2.6 Bullying;
- 6.1.2.7 Harassing;
- 6.1.2.8 Promoting online gambling
- 6.1.2.9 Invading another's privacy; or
- 6.1.2.10 Causing any person to fear for their personal safety or well-being.

6.2 MedSoc reserves the right to delete any posts or comments violating these community standards.

6.3 MedSoc also reserves the right to delete posts which are obviously commercial or otherwise spam-like.

6.3.1 This includes posts that are promoting an individual in a MedSoc, Arc or other university-based election

## 7. Process for reporting posts

7.1 The content of any post, file, question or poll, photo, video or comment made on MedSoc aligned pages are subject to these guidelines.

7.2 The post or a specific comment can be reported by any group page members should they feel it is a breach of the above standards, they can also contact the relevant moderator or executive personally if the report hasn't been picked up.

7.3 Reports can be classified and dealt with (as detailed below) by the relevant MedSoc moderators of the groups (such as the Year Representatives, SIG Executives, and the Returning Officer), and



must receive validation from one MedSoc or SIG Executive as relevant before making any action:

7.3.1 Not in breach of community standard – no action is taken in regards to the post, the reporter is informed privately that “the reported post did not violate our community standards”, and is directed to this policy and the community standards for posting. Appeals can be made at any time as per Section 8.

7.3.1.1 Where repeated reports of posts ‘not in breach of community standards’ are deemed as frivolous, reporters may be given an official warning.

7.3.2 Breach of community standards – the post or comment is immediately deleted by the relevant moderator. The poster is contacted, informed of being reported (for one of the below reasons) and issued an official warning. They have the capacity to appeal, or edit and repost information in an appropriate way being informed of our Community Standards. If ever a post is deleted, a public post by the moderator or needs to be made publically stating that “Medsoc deleted this post/comment in line with our Social media policy” for transparency.

7.3.3 Three official warnings will result in removal from the group or page, with decisions on the length of this removal made at the discretion of the PRD. MedSoc reserves the right to report such posts to a relevant member of the Faculty of Medicine.

## 8. Appeals Process

8.1 An appeal is made by contacting the Public Relations Director.

8.2 The MedSoc Executive will consider the appeal, and reassess whether the post or comment did violate community guidelines. They can overturn decisions made by responsible officers if they feel like an egregious error was made by the responsible officer/s.

8.2.1 If the appeal regards a deleted post, the issued warning will be redacted and an apology will be issued.

8.2.2 If the appeal regards a post deemed not in breach of community standards, the normal process for posts in breach of community standards will occur.

8.3 This decision is final with regards to MedSoc, although students have the capacity to undertake further action as enabled under the UNSW Student Code of Conduct (2).

8.4 The poster, reporter or any other member can escalate and appeal to the Faculty of Medicine at any time.

## 9. Study participation

Promotion of students in research studies being conducted by UNSW Medicine students will be allowed on the noticeboard and in year groups as appropriate

Promotion of external studies with paid participants will be allowed

Promotion of studies that are not paid and not run by UNSW Medicine students will not be promoted on the Medicine Noticeboard and may be included in the mailout at the discretion of the Secretary and Public Relations Director

## References

- (1) UNSW Student Social Media Guidelines (2015) UNSW Australia; available at <https://student.unsw.edu.au/social-media-guidelines>.
- (2) UNSW Australia Student Code Policy (2012), UNSW Australia; available at <https://www.gs.unsw.edu.au/policy/documents/studentcodepolicy.pdf>.
- (3) UNSW IT Resource Policy (2010), UNSW Australia; available at [https://www.it.unsw.edu.au/students/policies/agree\\_to\\_rules.html](https://www.it.unsw.edu.au/students/policies/agree_to_rules.html).
- (4) New South Wales Consolidated Acts (1997), NSW State Government; available at [http://www.austlii.edu.au/au/legis/nsw/consol\\_act/aa1977204/](http://www.austlii.edu.au/au/legis/nsw/consol_act/aa1977204/).
- (5) Human rights and anti-discrimination (2016), Attorney General's Department; available at <https://www.ag.gov.au/rightsandprotections/humanrights/pages/default.aspx>.





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