La Trobe/EPHEA Vic Social Media Use video text

# Social media.

What is social media?

twitter, facebook, linkedin, yammer….

But that’s not all

Social media covers many other digital tools:

(list of others) last.fm, tumblr, yelp, hi5, flickr, wikipedia,ning, imeem, second life, cellufun, pinterest , myspace, blogspot, wordpress,

Even email and SMS are social media tools

Australians are very high users of social media

We are connecting and communicating more often on social media

Email use is decreasing

Social media use is increasing

This means almost all of our staff

And our students are using social media

AND we need to know how to use these tools safely (in style of security numbers)

The lines between our work, study and personal life are blurring

We are taking our work and study life home

And bringing our personal lives to university

There is a Social Media Procedure to protect you and the University, and these apply to how students and staff use online media.

It is staff and students responsibility to read and understand these Procedures [www.latrobe.edu.au/policy](http://www.latrobe.edu.au/policy)

Let’s look at the most important points…

Just like the telephone using social media at uni takes a commonsense approach

Personal use should not be excessive and interfere with your work or study

When posting,

Remember your comments are public

For all the world to see

Treat comments that you make online as if you were making them at a public meeting

Think what it would be like if they were on the front of the newspaper

and believe us this has happened!

This means

Be polite

Don’t spread rumours

Tell the truth

Respect privacy

Respect copyright

Inappropriate remarks could damage the university’s <a colleagues > <another students > <your own >reputation

Don’t post inflammatory, racist, sexist or offensive material

Don’t pass on or ‘like’ offensive material

Don’t use inappropriate language

Don’t mix personal and group messages

Don’t upload inappropriate pictures especially of others

If you see inappropriate material let it stop with you ☹

(Facebook screen with typing of unacceptable comment): Jamie is a fat loser!

(response comment):

staff and students are expected to treat each other with respect in the physical workplace and online

(Second response comment):

bullying and harassment policies still apply

Remember privacy settings don’t always protect

Would you want your manager, staff or students to see this?

What happens in vegas stays… on

Facebook/twitter/yammer

Would you say this to someone’s face?

‘you are such a stupid ….’

You can hurt others

You can damage their mental health

You can ruin your future employment prospects

You could lose your job or be expelled from University

You could be publicly humiliated

If it’s clear who you work for

be clear your views are your own ☺

(Social networking site):

David Walworth views are my own

Avoid the perception of deception

This new piece of <my> research is awesome

Be clear and transparent

Using university logos or insignias may give the impression that you are authorised to speak on behalf of the University

You’re probably not!

On your social media networks

You only represent yourself

Don’t discuss confidential or classified material

personal details

highly protected

classified

staff in confidence

legal advice

commercial in confidence

**MAIN POINTS**

In short

Consider your tone Don’t YELL or SHOUT!!!!! in messages

Be respectful … and add value If you can’t say it nicely consider not saying it at all

Protect privacy

Respect the policies

Remember your professional and ethical responsibilities

Always think …….. before you post

Let people know if things go wrong

So get started today at:

[www.latrobe.edu.au/](http://www.Latrobe.edu.au/)policy

And get to know your Social Media Guidelines

Equality and Diversity Centre La Trobe University

for further information please contact the Equality and Diversity Centre

**Acknowledgements**

Thanks to the Department of Justice, Victoria, Australia for their original video which we have modified.

[justice.vic.gov.au/socialmedia](Justice.Vic.gov.au/socialmedia)

Thanks also to the Victorian Equity Practitioners in Higher Education Australasia for developing the project and providing financial support.

Vision licensed under creative Commons license is appropriate statistics source

Music © RJohndon/Stockmusic.net, used under licence.