

# Guideline: Social media participation by ANU students

## Purpose

These guidelines apply to students of The Australian National University who create or contribute to blogs, wikis, social networks, virtual worlds or any other kind of social media. If you log onto Twitter, Wikipedia, MySpace or Facebook pages, or comment on online media stories—these guidelines are for you.

## Guideline

1. All students are encouraged to participate in social media, and everyone who participates in online commentary is expected to understand and to follow these simple but important guidelines.
2. If you are writing about ANU or another university, be transparent and state that you are a student here. Your honesty will be noted in the social media environment. If you have a vested interest in what you are discussing, be the first to say so.
3. Be aware that participating in online debates and posting to the Internet is a form of publishing. This means that the usual rules of publishing apply, and you should not post or link to any materials that are defamatory, harassing, or indecent.
4. Never represent yourself or ANU in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated. Any use of the University logo must be approved by the ANU Marketing Office.
5. Post meaningful, respectful comments. In other words, no spam, and no remarks that are off-topic or offensive.
6. Use common sense and common courtesy. For example, it's best to ask permission to publish or report on conversations that are meant to be private. Make sure your efforts are transparent don't violate the relevant University policies including the Discipline Rules 2011 and Acceptable Use of Information Infrastructure. Breaches may be considered misconduct and may lead to disciplinary action.

7. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks like it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly.
8. Be conscious of the sensitivities of debates in which you are engaged. Even anonymous comments may be traced back to you and the University.
9. Be smart about protecting yourself and your privacy. Remember that what you publish is widely accessible as it can be searched and shared, so consider the impact of the content to your reputation. The internet has long memory and any information you post (including photos, videos, or links) may be found by a current or future employer or others. You are personally responsible for the content of your posts.

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