



Social Media By-Law (2020)

Griffith University Medicine Society Incorporated

Accepted by a vote of members at an Executive Committee Meeting on 27 April 2020.

Preamble

Griffith University Medicine Society (GUMS) is the peak representative body for Griffith medical students. It is a student society that strives to enrich all aspects of the lives of post-graduates involved in the study of the science of medicine. This is an internal governance document, which provides an outline for the expectations of members of the Executive and Management Committee. GUMS Members should also be familiar with the Social Media By-Law. This By-Law is accepted as a By-Law under the GUMS Constitution, Section 10. Where there is perceived inconsistency between this document and the GUMS Constitution, the Constitution will be held as the guiding document. The GUMS Executive has the right to interpret and apply this By-Law.

Definitions

In this document:

Executive refers to the group of individuals elected to the GUMS Executive Committee. This group carries the full responsibilities and powers as outlined in this document.

Management Committee refers to the group of individuals who form the GUMS Management Committee, who are either elected or appointed annually.

Members refers to any person who holds a valid GUMS membership, as specified in the GUMS Constitution.

Posts refers to any publicly available content published under GUMS via electronic means or other carrier services.

Social Media and Engagement Officers refers to any person who schedules or directly posts content to GUMS social media platforms, who are either elected or appointed annually.

Social media platforms refer to GUMS Facebook, Instagram, and LinkedIn accounts, the GUMS Website, the GUMS blog, and MURMUR magazine.

Volunteer refers to any person who takes part in activities that are organised by, or associated with, the Griffith University Medicine Society Incorporated. This includes the Executive Committee, Management Committee, Subcommittee Members and Non-Members.



Policy

1. Introduction and General Principles

- 1.1. Griffith University Medicine Society (GUMS) are committed to upholding a professional online presence. This By-Law has been developed to ensure that GUMS takes appropriate considerations into account to enable online student engagement while maintaining professional standards.
- 1.2. This By-Law applies to the GUMS Executive and Management Teams, GUMS Members, all individuals posting on behalf of GUMS, and all other individuals who participate in posting and/or creating content to be posted to GUMS' social media platforms.
- 1.3. This By-Law details how GUMS uses its social media platforms as the primary form of communication with members and to improve the efficiency of conveying information.

2. GUMS Posts on Social Media

- 2.1. Promotion of any event or initiative of GUMS should be posted by the GUMS social media accounts, rather than personal accounts.
 - 2.1.1. For some posts, it may be appropriate for individuals to share these individually without expressed consent from the Social Media and Engagement Officers. Individuals should obtain permission from the GUMS President or Vice Presidents before posting.
 - 2.1.2. Where this is not possible, the individual posting the content should ensure that the GUMS logo is included in the post and any promotional images or graphics, for branding purposes.
- 2.2. Any official GUMS posts are to be scheduled and/or posted by the Social Media and Engagement Officers only.
 - 2.2.1. Other volunteers who wish to undertake posting official GUMS content must receive approval from the Executive Committee or the Social Media and Engagement Officers before posting.
- 2.3. All volunteers who wish to have official GUMS content posted to one or more of the social media platforms must fill out the *Social Media Request Form*.
- 2.4. GUMS event organisers must submit all promotional content to the Social Media and Engagement Officers a minimum of **two weeks** prior to the requested date of promotion.
 - 2.4.1. Requests submitted less than two weeks are not guaranteed to be posted and will be posted at the discretion of the Social Media and Engagement Officers.



3. Griffith University Medical School Year Group Pages

- 3.1. The purpose of cohort Facebook groups is to share information relevant to the students of that cohort.
 - 3.1.1. It is the role of the GUMS President, in collaboration with the Social Media and Engagement Officers to ensure that the incoming cohort's year group pages are created before offers are released.
- 3.2. Year group pages will be established and maintained by the GUMS Facebook page.
- 3.3. Page administrators will include the GUMS Facebook page, as well as some members of the Executive Team.
- 3.4. Two year group pages will be created. These will be named:
 - 3.4.1. 'Griffith University Medical School - Class of XXXX'. This will contain all students from both the Gold Coast and Sunshine Coast campuses.
 - 3.4.2. 'Griffith University Medical School - Class of XXXX (Sunshine Coast)'. This will be specific to students studying at the Sunshine Coast campus.
- 3.5. Membership of Year Group Pages
 - 3.5.1. Members of these groups should be Griffith University Medicine students only.
 - 3.5.1.1. Any external parties wishing to post in these groups must contact the GUMS Facebook page via their inbox.
 - 3.5.2. The Executive Team reserves the right to remove any external parties or students who are posting inappropriate and/ or antisocial content.
 - 3.5.3. Special interest groups affiliated with the Griffith School of medicine will be a member of every year group page. Where an affiliate does not have its own Facebook page, its nominated representative will be a member in its place.

4. Creating new GUMS Facebook Groups or Pages

- 4.1. All Facebook Groups and Pages that are created bearing the name of GUMS, or are otherwise associated with GUMS, must be created by the GUMS Facebook Page, and not by personal accounts.
 - 4.1.1. GUMS reserves the right to report any unofficial GUMS group to officials and the Griffith School of Medicine.
- 4.2. Moderators of these pages are assigned by the Executive Team in collaboration with the Social Media and Engagement Officers.
- 4.3. Any posts in the Groups or Pages must relate to the interests of the Groups/Pages.



5. GUMS Events

- 5.1. All GUMS Facebook events are to be created through the GUMS Facebook page only by the Social Media and Engagement Officers, unless otherwise approved by members of the Executive Committee or the Social Media and Engagement Officers.
- 5.2. Event pages:
 - 5.2.1. All GUMS Facebook events are to be created with an appropriate cover photo.
 - 5.2.1.1. This is to be created through the GUMS Design Officer or by the Social Media and Engagement Officers to maintain consistency.
 - 5.2.1.2. GUMS cover photos should contain the GUMS logo.
 - 5.2.2. The Facebook event page should be created and shared as detailed by the Social Media officers.
- 5.3. Advertising on event pages is permitted.
 - 5.3.1. Advertising material must contain the GUMS logo.
 - 5.3.2. Advertising material must contain correct acknowledgement of sponsors.
- 5.4. To increase engagement:
 - 5.4.1. Events should be created and shared on the GUMS Facebook page.
 - 5.4.2. Events should be shared to individual cohort group pages using the GUMS Facebook page.
 - 5.4.3. Students and possible attendees should also be invited to these events to increase awareness and engagement.
- 5.5. Photos from events:
 - 5.5.1. Credit original owners of content where relevant.
 - 5.5.2. Where possible, refrain from posting images that might endorse activities or behaviours that could damage the reputation of GUMS and Griffith University medical students.
 - 5.5.3. Photos identifying GUMS members are subject to be taken down at the request of a GUMS member for privacy and personal purposes.

6. GUMS Social Media Branding

- 6.1. GUMS aims to present a brand that is both professional and consistent. This is important as GUMS social media platforms are accessible to both Griffith University medical students and the wider community. This includes sponsors, health professionals, future colleagues, future patients and the general public.
- 6.2. The GUMS Social Media and Engagement Officers are responsible for developing and maintaining consistent and professional branding for GUMS promotional material.
- 6.3. Branding guidelines
 - 6.3.1. As a society run by medical students, it is important that GUMS maintains professionalism at all times to protect the integrity of the society, relationships with current sponsors and collaborators, and future opportunities.
 - 6.3.2. Branding should be consistent across different platforms.



7. Content

- 7.1. Professional codes of conduct by the AMA state that medical students should not engage in behaviours that can harm the reputation of colleagues or the profession.
- 7.2. Social media posts should:
 - 7.2.1. Not contain defamatory, derogatory, or inflammatory content which may provoke individuals in the public.
 - 7.2.2. Not be used for bullying or harassment.
 - 7.2.3. Not contain any information or pictures that imply illegal conduct or conduct that would be considered inappropriate.
 - 7.2.4. Remain objective and not express personal opinions, political or religious views.
 - 7.2.5. Not contain any proprietary or confidential information regarding individuals, companies, or groups.
- 7.3. There is to be no promotion of alcohol on any social media platforms in relation to GUMS.
 - 7.3.1. This includes hashtags and emojis.
 - 7.3.2. It is permissible to advertise what beverage packages or products will be included or available, but no further promotion is to be made.
- 7.4. Social media posts containing informative content should be fact-checked by the author and a relevant member of the Executive and abide by laws, including copyright laws.
 - 7.4.1. All information and images should be credited according to these laws.
- 7.5. GUMS reserves the right to delete any posts or comments violating clauses 7.1-7.4.
 - 7.5.1. This includes posts that are related to an individual in the GUMS committee.

8. Reporting of inappropriate posts and/or comments

- 8.1. This applies to posts from GUMS accounts, as well as individual accounts
- 8.2. Reporting posts
 - 8.2.1. Posts and comments that are not in line with section 7 are to be reported to a member of the Executive Team.
- 8.3. Dealing with reports
 - 8.3.1. Reports are to be dealt with by the relevant moderators of the page, and must receive approval from a member of the Executive Team before taking action.
 - 8.3.2. If a post or comment breaches clauses outlined in section 7, the post or comment is to be **immediately** deleted by the relevant moderator
 - 8.3.2.1. If a student has posted the comment, they should be contacted privately to discuss the removal of the comment.
 - 8.3.2.2. If another member of the community has posted the comment, this account should be blocked from the GUMS Facebook page.

9. Facebook inbox management

- 9.1. All responses are subject to guidelines detailed in section 7.
- 9.2. All messages should be responded to in a timely manner.