



SOCIAL MEDIA GUIDELINES CSCS147

1. PURPOSE

These guidelines are intended to assist in making more informed decisions regarding participation in Social Media

2. SCOPE

These guidelines apply to all staff of CSCS together with other affiliated members of the CSCS community acting in any capacity that could be interpreted by association as representing CSCS's views.

3. DEFINITION

Social media includes web and mobile-based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals. When the technologies are in place, social media is ubiquitously accessible, and enabled by scalable communication techniques.

4. GUIDELINES

The following is intended to be a non-technology-specific set of guidelines to help you make more informed decisions about your participation in Social Media. You should refer to the appropriate CSCS policy to confirm CSCS's formal position on any of the following matters.

4.1 Authorisation

If your participation could be interpreted as official, then authority to represent CSCS should be gained from your Manager.

4.2 Be Honest

Do not misrepresent the intentions or goals relating to your participation. Be truthful to the best of your knowledge. Do not misrepresent others.

4.3 State your Identity

If what you're saying relates to your association with CSCS in either a professional or personal basis, always clearly state your identity and your relationship with CSCS.

4.4 Be Accurate

Always make a reasonable effort to substantiate the validity of what you are saying. Stick to material you know about. Speaking outside your field of expertise may lead to embarrassment. What you say may be recorded and may be used in other contexts.

4.5 Be Respectful

Be frank without compromising good manners. Consider the feelings and dignity of others, respect opposing views and do not incite negative or degrading dialogue.



4.6 Contribute

Make a positive contribution. Always try to present a calm, reasonable and logical demeanour. Don't be negative, inflammatory or combative. Be supportive of those with less experience

4.7 Consider your input

Think before making statements you may regret. Do not act in haste. Take a common-sense approach to discussions. Remember, what you say may be around for a long time and can be spread to many people in a relatively short time.

4.8 Respect the intellectual property of others

Do not use or pass off the work or ideas of others as your own. If quoting the work of others, ensure you attribute the work to the person or institution responsible for it.

4.9 Respect Privacy

Do not disclose personal information about others unless you have their prior knowledge and approval. Making public personal information about yourself also comes with its own risks.

4.10 Maintain Confidentiality

Do not disclose information that is deemed confidential, either by CSCS or by other organisations with which you interact as part of your role at CSCS. Do not disclose personal information you have received in confidence either explicitly stated or inferred from colleagues or students.

4.11 Consult Others

If contributing content that is related to your work at CSCS, check with colleagues that you are presenting a consistent message and not duplicating the work of others. Be informed on the topic; check for existing answers before asking questions.

4.12 Branding

Where your participation is work-related or official in nature and presents the opportunity to utilise CSCS branding devices such as images or logos, consult with your Manager for correct usage.

4.13 Appropriateness

Always ensure that content or discussion does not include items that could be construed as offensive or discriminatory on the grounds of race, religion, gender or sexual preference.

4.14 Disclaimers

Where appropriate, use a disclaimer outlining that the views expressed are yours and not necessarily those of CSCS.

4.15 Linking to Resources

When using hyperlinks to CSCS content, be aware of your audience and their ability to access the material.

5. REFERENCES

CSCS Social Media Policy CSCS146