



1. About the Policy

The objective of this Policy is to encourage the safe and positive use of social networking by the residents and staff of Mandelbaum House. This document is primarily designed to ensure residents and staff of the Mandelbaum House community are familiar with these implications and have a guide to appropriate use of social media in the context of Mandelbaum House (“the College”).

The significant guiding principle for the use of social media under the Mandelbaum House umbrella is that posts should be concerned with the purposes and activities of the college itself.

The guidelines set out in this Policy complement the following policies of Mandelbaum House and the University of Sydney:

- a. [Mandelbaum House Discrimination Policy](#)
- b. [Mandelbaum House Sexual Misconduct Policy](#)
- c. [University of Sydney ICT Resources Usage Policy](#)
- d. [University of Sydney Privacy Policy](#)

2. Statement of Commitment

The College is committed to ensuring the safety and wellbeing of all residents and staff in their online participation in College life, particularly when using social media.

Social media refers to electronic communication methods through which users create online communities to share opinions, ideas, experiences and perspectives via written comments, personal messages, and other content such as images, video and audio files. Social media platforms include Facebook, Instagram, Tiktok, Snapchat, Blogs, Wikipedia, Twitter, Flickr, YouTube, Reddit, and LinkedIn. It also applies to online multiplayer gaming platforms, instant messaging within the context of the College and other digital communication platforms.

As a means of communication, social media is increasingly prevalent and powerful. Mandelbaum House acknowledges that the College, its staff, residents and alumni use social media, and the College also seeks to engage with its residents and the broader community through social media. Social media can, however, blur the lines between one's personal and professional expression. All residents and staff of the College must think carefully about their



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conduct online so as to preserve and protect individual reputations and the reputation of the College.

It should be recognised that social media posts that are intended to be “private” are liable to become public very easily, sometimes with significant adverse consequences.

While social media creates new tools, the same laws, policies, professional expectations, and guidelines for interacting within and outside the College community apply online. The College community remains responsible for the same items and needs to follow the same behavioural standards when using social media.

All social media use must be consistent with a culture of respect, inclusion, and safety; with respect and dignity for all individuals; and with upholding the reputations of all members of the College and of the College as an institution.

With social media being an integral part of College life, the following principles and guidelines will guide you in your use of social media as a member of the Mandelbaum House community.

3. Who is covered by this Policy

The Policy applies to all College staff, residents and any other individuals representing the College on social media platforms.

4. Definitions

CEO: The Chief Executive Officer of Mandelbaum House

College: Mandelbaum House, 385 Abercrombie St, Darlington, NSW 2008

College social media platforms: Any social media account, page, group or other platform set up by and run on behalf of the College or College Alumni, for any purpose, and any social media account, page, group or other platform set up by a resident, or staff member for the purpose of communicating on College matters or that is connected with the College.

Resident: All residents of the College.

Resident Social Media officer (RSMO): The RSMO of the College social media platform, who has editing and supervision capacity over the platform and the content shared therein. RSMOs are primarily College residents agreed by the CEO to be appropriate individuals to present the image of the College on social media.



5. The Policy

Principles for engaging with College's social media platforms

Social media platforms provide a valuable and convenient organisation and communication tool for College events and activities. Their use is welcomed by the College but must be done in compliance with this Policy.

Posts or other comments on College social media platforms as well as other sites on behalf of the College are only to be created for communication on matters pertaining to the College. Examples of appropriate purposes for this include cultural events, sports teams, talks and other College events.

Any individual engaging with the College's social media platforms is expected to do so respectfully. Anti-social interactions of any kind, by anyone, will not be tolerated on these platforms.

If a RSMO is uncertain about the appropriateness of an intended post, they should discuss the content with the College CEO or in their absence, their designated representative. In the event that the College CEO requires advice, the matter should be discussed with the Board President or a designated Board representative.

Rules for the creation and use of College social media platforms

Administrators are responsible for monitoring all activity that occurs on the College social media platforms. Any inappropriate behaviour or content should be addressed immediately by the RSMO, as well as being reported to the CEO.

Permission from the CEO must be sought prior to the creation of any College social media platform identifying itself directly or indirectly as an official and/or public College platform. The CEO must be made an administrator for the page.

6. Guidelines for Safer Social Media Use

The same standards apply to social media online as in a real-life situation including laws, College and University policies, behavioural expectations, and the rules of common courtesy. The following principles provide guidance specifically relevant to the use of social media:



Additional matters of key importance:

- Be respectful, genuine, and credible.
- Do not use social media to harass, vilify, bully, or discriminate against another person or persons.
- Maintain confidentiality. Do not share any confidential, private, or sensitive information through social media. Only provide publicly available information, and do not comment on or disclose any confidential information. Remember that each social media platform is different.
- Be aware of liability. Your posts are your responsibility. Post carefully and thoughtfully. Breaching copyright laws is unlawful. Defaming or threatening someone online carries consequences.
- Use your online presence to promote the College and not to damage it.
- Something posted on a social media site is still a written communication, so the same legal ramifications can flow, such as defamation, trade practices/fair trading violations or breach of privacy or confidentiality. Because it's written in a permanent forum, it will always be accessible and has the same evidentiary value as hard copy communication.
- When you are online, act consistently with the Student Code of Conduct, College Handbook, and other policies of the College and the tertiary institution that you attend in Australia.

7. Reporting

Any suspected breaches of this policy should be reported to the College CEO, as well as to the RSMO of the College social media platform. Breaches can be reported by any resident, staff member or other individual. The report should include details of the nature, timing, and location of the breach, where possible including links to the online platform and screenshots of the offending materials. This information will allow for a more informed response by the College and will help prevent information being lost in cyberspace.

Breaches of this policy may be subject to the consequences as outlined in the College Discrimination Policy, Sexual Misconduct Policy and Complaint Resolution Procedures.

8. Behaviour Management

If any resident is found to have conducted themselves inappropriately and/or have violated this Policy or the Student Code of Conduct, they will be required to immediately revise or delete the offending content and may be subject to counselling and behaviour management procedures.



The College is liable to report illegal behaviour to the relevant authorities.

9. Roles and Responsibilities

The College is responsible for implementing this Policy and responding to reports of inappropriate behaviour.

Every person covered by this Policy is responsible for familiarising themselves with and adhering to this Policy and are responsible for their own behaviour.

10. Procedural Fairness

The College will respect the rights of respondents throughout any investigation and behaviour management processes. We acknowledge that respondents are entitled to the presumption of innocence, and to respond to allegations against them which may have disciplinary consequences.

11. Seeking Support – within the College

The College encourages anyone who is concerned about behaviours on social media to seek support from the CEO as soon as possible, so that they can be helped and supported.

12. Seeking Support – other sources

Aside from the sources of support at the College, there are many other support services for anyone who would like to learn more about online safety and social media use. In particular, the College recommends contacting the [Office of the eSafety Commissioner](#). This Office was established by the Australian Government to support Australians to have safe, positive experiences online. They provide extensive online resources related to safety online, as well as guidance on responding to and reporting cyberbullying, illegal content and image-based abuse.

If you have been affected by inappropriate behaviour online, including cyberbullying and other abuse, you may consider accessing the following services and assistance:



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within The University of Sydney

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- a. Counselling and Psychological Services (CAPS): 8627 8433 (from 9am- 4:30pm, Monday to Friday);
- b. USYD 24/7 Crisis Line: 1300 474 065 (telephone support) (from 5pm to 9am weekdays, 24 hours on weekends and public holidays);
- c. USYD 24/7 Crisis Text: 0488 884 429 (SMS chat) (from 5pm to 9am weekdays, 24 hours on weekends and public holidays);
- d. University Health Service: 9351 3484 (from 8:30am to 5pm, Monday to Friday).

13. Education and training

The College recognises its obligation to take all reasonable measures to ensure that up to date and relevant information is made available to residents and staff of the College concerning online safety and appropriate use of social media.

If you need advice or support, contact:

- Shana Kerlander, Chief Executive Officer
- Naomi Winton, Chief Operating Officer, Mandelbaum Trust
- Paul Baram, Chair
- Robert Klein, Board Member

14. Policy Review

This policy will be reviewed on an annual basis at the start of each year, prior to publication in the Student Handbook, to ensure that it is compliant with best practice management and the College's legal obligations.

This policy may be reviewed and revised at other times also.

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Policy updated: 19 July 2022

Policy authorised by: CEO and Chair

Date to be reviewed: May 2023

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