



Mandelbaum House Social Media Policy

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 our requirements and expectations for the appropriate use of social media in connection with Mandelbaum House (“the College”).

The primary guiding principle for the use of social media under the Mandelbaum House umbrella is that posts should be clearly related to the purposes and activities of the College.

This Policy also applies to personal social media use where an individual identifies themselves as a resident or staff member of the College, or where the content has a clear and direct connection to the College.

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

- a. Mandelbaum House [*Discrimination, Harassment and Bullying Prevention Policy*](#)
- b. University of Sydney [*Student Charter*](#)
- c. University of Sydney [*Sexual Harm and Gender-based Violence Prevention and Response Policy*](#)
- d. University of Sydney [*Acceptable Use of ICT Resources Policy*](#)
- e. 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.

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



Mandelbaum House
within The University of Sydney

conduct online 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 its conduct and needs to follow the same behavioural standards when using social media.

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, alumni acting on behalf of the College, 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): A RSMO for a College social media platform, who has editing and supervisory responsibility for the platform and the content shared on it. RSMOs are primarily College residents determined by the CEO to be appropriate individuals to present the image of the College on 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, X (formerly 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.

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 social media use include cultural events, sports teams, talks and other College events.

All social media use must be consistent with:

- a culture of respect, inclusion, and safety;
- respect and dignity for all individuals; and
- upholding the reputations of all members of the College and of the College as an institution.

Any individual engaging with the College's social media platforms must meet these requirements.

Harassment, bullying, vilification, hate speech, threats, intimidation, impersonation, doxxing, or other antisocial behaviour 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:

- Be respectful, genuine, and credible.
- Do not use social media to harass, vilify, bully, or discriminate against another person or persons.
- Do not use social media to share real or fake images of other people without their consent.
- 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.
- Deleting content does not remove responsibility or liability once material has been published.
- When you are online, act consistently with the [Student Charter](#), College Resident Handbook, and other policies of the College and the University of Sydney.

7. Reporting

Any suspected breaches of this policy should be reported to the College CEO, as well as to the RSMO of the relevant 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 outlined in the College's [Discrimination, Harassment and Bullying Prevention Policy](#) and Complaint Resolution Procedures, and the University of Sydney [Sexual Harm and Gender-based Violence Prevention and Response Policy](#), [Acceptable Use of ICT Resources Policy](#) and [Privacy Policy](#).

Reports may be made confidentially and will be handled in accordance with procedural fairness and privacy obligations.

8. Behaviour Management

If any resident is found to have conducted themselves inappropriately and/or to have violated any College or University policy or the [Student Charter](#), they will be required to immediately revise or delete the offending content and may be subject to counselling, behaviour management procedures or disciplinary action.

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 or disciplinary processes. We acknowledge that respondents are entitled to the presumption of innocence, and to have a reasonable opportunity 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 or Safety and Support Officer 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:

- a. USYD Student Counselling Services: 8627 8433 (from 9am- 4:30pm, Monday to Friday);
- b. [Safer Communities Office](#): 8627 6808, **1800 SYD HLP (1800 793 457)** (option 2, then option 1), or email safer-communities.officer@sydney.edu.au, 8.30am-5.30pm, Monday to Friday;
- c. USYD 24/7 Crisis Line: 1300 474 065 (telephone support) (from 5pm to 9am weekdays, 24 hours on weekends and public holidays);
- d. USYD 24/7 Crisis Text: 0488 884 429 (SMS chat) (from 5pm to 9am weekdays, 24 hours on weekends and public holidays);
- e. 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, Safety and Support Officer and Chief Operating Officer, Mandelbaum Trust
- Paul Baram, Board 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.

Notes

Social Media Policy

Date adopted: May 2022

Date commenced: May 2022

Date amended: January 2026

Related documents: *Complaint Resolution Procedures*
Acceptable Use of ICT Resources Policy
Discrimination, Harassment and Bullying Prevention Policy
Privacy Policy
Sexual Harm and Gender-based Violence Prevention and Response Policy
Student Charter
Student Sexual Harm and Gender-based Violence Response Procedures

Related legislation: *Privacy Act 1988 (Cth)*