

Melbourne University Law Students' Society Inc

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# Melbourne University Law Students' Society



## Social Media Policy

As at 7 September 2020

## I Purpose

1. The Melbourne University Law Students' Society ('MULSS') Social Media Policy ('Policy') defines the permissible Terms of Use for all 'MULSS Social Media'.
2. The Policy seeks to ensure the ongoing utility of MULSS Social Media as an effective means of communication between the MULSS Committee and MULSS Members. It seeks to ensure that all use of MULSS Social Media is conducted in a productive and courteous manner that is respectful of all Users, at all times.
3. Healthy discourse that facilitates the educational, professional, social, and equitable aims and purposes of the MULSS, as defined in the MULSS Constitution, is central to all publications of the MULSS, including its Social Media. The active exchange of ideas, discussion and debate is encouraged on MULSS Social Media, where undertaken in a respectful and constructive manner.

## II Scope

### A General

1. All Users of MULSS Social Media agree to be bound by the Terms of this Policy, as may be amended from time to time by the MULSS Committee.
2. All Users are individually responsible for all posts, comments, and other content they create and share on MULSS Social Media. Failure to comply with this Policy or failure to comply with the directions of the MULSS Communications Director(s) may result in removal from MULSS Social Media.

### B Definitions

1. For the purposes of this Policy, a 'User' is any person who views, participates in or otherwise engages with any form of MULSS Social Media, whether involved in the creation of content or not. Unless otherwise indicated, 'Member' in this Policy refers to a member of the MULSS. Users include, but are not limited to, all MULSS Members.
2. For the purposes of this Policy, 'MULSS Social Media' includes all media accounts created by the MULSS, whether publicly accessible or restricted to the Melbourne Law School ('MLS') Juris Doctor ('JD') cohort. 'MULSS Social Media' also includes any other platform of communication facilitated by the MULSS that permits individual Users to publish content independently.
3. In particular, MULSS Social Media includes, but is not limited to, the following:

MULSS Social Media Platform	URL
MULSS Website	<a href="https://mulss.com">https://mulss.com</a>
MULSS Facebook Page	<a href="https://www.facebook.com/MelbUniLSS">https://www.facebook.com/MelbUniLSS</a>
MULSS JD Year-Level Facebook Groups	N/A
MULSS Portfolio-specific Facebook Groups, and any other MULSS Facebook Group	N/A

<b>MULSS Newsletter</b>	N/A
<b>MULSS Twitter account</b>	<a href="https://twitter.com/melbunilss">https://twitter.com/melbunilss</a>
<b>MULSS YouTube account/s</b>	N/A
<b>MULSS Instagram account</b>	<a href="https://www.instagram.com/mulsslaw/">https://www.instagram.com/mulsslaw/</a>

## C External Instruments and Laws

1. Users are reminded that other Social Media Policies, Codes of Conduct or similar guidelines produced by MLS or the University of Melbourne, may still apply to Users' online conduct. Nothing in this Policy undermines or limits the operation of any other applicable Social Media Policy, Code of Conduct or other similar guideline produced by MLS or the University of Melbourne, nor their application to MULSS Members in any way. These other Social Media Policies, Codes of Conduct or similar guidelines may supplement the regulation of conduct on MULSS Social Media platforms, at the discretion of the MULSS Communications Director(s).
2. Users may be held personally liable to others for any defamatory, derogatory, harassing, discriminatory or otherwise inappropriate comments or remarks, both under the Terms of this Policy and under any other applicable law, policy, code of conduct or other similar guideline. Users should be aware that any and all content created by them on MULSS Social Media may be publicly viewable, regardless of its original forum and even after it has been removed.
3. Where the MULSS Communications Director(s), in consultation with the MULSS Leadership Team, believes that there may be a breach of a relevant MLS or University of Melbourne rule, they may refer the matter, with all relevant documentation including email correspondence, to the Assistant Dean (Teaching & Learning), and to other MLS Faculty members as necessary or to the University of Melbourne. Matters may also be referred up when they escalate beyond the scope of responsibility of the MULSS.

## III Management of MULSS Social Media Accounts

### A General Management

1. The MULSS Leadership Team and the MULSS Communications Director(s) are ultimately responsible for the administration of all MULSS Social Media. In particular, the MULSS Communications Director(s) is responsible for the regular maintenance, monitoring, and moderation of all MULSS Social Media, in conjunction with the relevant Administrators, listed below. The Administrators may appoint any member(s) of the MULSS Committee as an additional Administrator(s) for the relevant MULSS Social Media, as necessary.
2. Posts on MULSS Social Media, whether by Administrators or other Users, do not necessarily reflect the views or policies of the MULSS, MULSS Committee or MULSS Members, unless otherwise stated. Nevertheless, MULSS Committee Members must be mindful that, by virtue of their position, their personal views may be misunderstood as expressing MULSS positions.

### B Administrators of MULSS Social Media

1. The '**Administrators**' of MULSS Social Media accounts are constituted as follows:

MULSS Social Media Platform	Administrators
<b>MULSS Website; MULSS Facebook Page; and other MULSS Social Media</b>	MULSS President
	MULSS Communications Director(s)
	Members of the MULSS Leadership Team appointed as necessary
<b>MULSS JD Year-Level Facebook Groups; and any MULSS Portfolio-specific Facebook Groups</b>	MULSS President
	MULSS Communications Director(s)
	Members of the MULSS Leadership Team appointed as necessary
	MULSS Portfolio Directors appointed as necessary

## C Membership of MULSS Facebook Groups

1. The Administrators of MULSS Facebook Groups are responsible for maintaining and monitoring the membership of their respective Groups.
2. All MLS JD students who commenced as first-year students in a particular cohort, or who have since deferred or otherwise extended their degree such that they are undertaking a majority of core JD subjects in that particular cohort, are eligible for membership to that cohort's MULSS JD Year-Level Facebook Group.
3. Any MULSS Committee Member or other MLS student that wants access to any MULSS JD Year-Level Facebook Group to promote information relevant to that year level may be added for as long as deemed necessary by the relevant Administrators.
4. The Administrators reserve the right to remove any person from a MULSS Facebook Group where ineligible for membership.

## IV Terms of Use

### *Respectful Discourse*

1. When using MULSS Social Media, Users are expected to engage with one another and to post in a respectful and courteous manner, consistent with the Terms of this Policy and with any relevant Terms and Conditions of the MULSS Social Media platform in use.
2. Users should not post, comment, or otherwise engage with MULSS Social Media in a manner that would be considered inappropriate or unacceptable in person.

### *Accuracy of Information*

3. All Users should ensure that information posted on MULSS Social Media is both accurate and up to date. Any mistakes made should be acknowledged and rectified as soon as possible. Users should refrain from posting speculative information or rumours that are known, or should be known, to be false or misleading.

### **Impersonation**

4. A User must not impersonate a real person or pretend to be a Member of the MULSS.

### **Use of Intellectual Property**

5. All Users must respect all intellectual property laws and be mindful of such restrictions when creating or sharing online content.

### **Excessive Use**

6. Users must refrain from excessive use or publication of content on MULSS Social Media. This may include excessive promotion of initiatives, events, lectures, publications, or other activities. Excessive use will be assessed by the MULSS Communications Director(s).

### **Spamming**

7. 'Spamming' is forbidden under this policy. Spamming includes but is not limited to any post or interaction that visually dominates the online space, is invasive, or inundates Users' notifications, comments, or feed. Inappropriate advertising, proselytising, or phishing may also be spam. Spam will be assessed by the MULSS Communications Director(s).

### **Inappropriate Content and Conduct**

8. Users must not create or share content that is racist, sexist, homophobic, transphobic, anti-Semitic, or ableist. Users must also not create or share content that discriminates or is prejudiced on the basis of race, sex, sexual orientation, gender identity, disability, socio-economic status, or religion, or is otherwise inappropriate.
9. Users must not engage in conduct that is threatening, harassing, defamatory, derogatory, offensive, insulting, humiliating, or intimidating. Users must not engage in conduct that is otherwise inappropriate or illegal.
10. The MULSS Committee may adopt definitions of words or terms used in this Policy from time to time, otherwise they have their ordinary meaning. The MULSS Communications Director(s) has the power to determine whether content or conduct is 'otherwise inappropriate'.

## **V Enforcement of the Policy**

### **A Power to Enforce the Policy**

1. Enforcement of this Policy shall be the responsibility of the MULSS Communications Director(s).
2. Whether or not there is a breach of this Policy is at the discretion of the MULSS Communications Director(s).
3. The MULSS Communications Director(s) may make binding directions to Users under this Policy, and any such direction shall be final.
4. The MULSS Communications Director(s) may seek guidance from, or make decisions in consultation with, the MULSS Leadership Team, in the enforcement of this Policy. The MULSS

Leadership Team reserves the right to exercise any power of the MULSS Communications Director(s) under this Policy.

## B Complaints

1. Users should report any potential breach of the Terms of this Policy to the MULSS Communication Director(s) via email to [communications@mulss.com](mailto:communications@mulss.com). Emails should feature the subject line: *"MULSS Social Media Policy – Potential Breach"*, as well as the User's student number for MULSS membership confirmation. Users are encouraged to provide as much information and detail as possible, such as active hyperlinks or screenshots.
2. All reports received will be investigated as soon as practicable by the MULSS Communications Director(s).

## C Enforcement Measures

1. The Administrators reserve the right to remove any content from MULSS Social Media. Material in breach of the Terms of this Policy will be removed, and material under investigation may be removed where deemed necessary by the Administrators.
2. Administrators may issue a warning to a User to remove content which may breach or threaten to breach this Policy. Administrators may unilaterally remove any content. Administrators must notify the MULSS Communications Director(s) if a removal or warning occurs.
3. Following the removal of any content, the MULSS Communications Director(s) may issue a warning to a User discouraging them from engaging in further conduct that is potentially in breach of this Policy. Any Administrator may request that the MULSS Communications Director(s) issue such a warning.
4. The MULSS Communications Director(s) may commence an investigation into conduct or a User. An investigation may be commenced based on the MULSS Communications Director(s)' own motion, by referral from an Administrator or by a student complaint.
5. The MULSS Communications Director(s) may issue any of the following: warnings; binding directions on future MULSS Social Media use by the User; and non-binding recommendations as to future MULSS Social Media use by the User.
6. A User may be removed from any MULSS Social Media for failure to comply with any direction of the MULSS Communications Director(s) or for a repeated breach of this Policy. Further, any egregious conduct may result in a User's removal whether or not it is a repeat breach and whether or not there has been an investigation. Any removal may be permanent or for a reasonable period, at the discretion of the MULSS Communications Director(s).

## VI Feedback on the Policy

1. All queries, comments, suggestions or concerns about the Terms of this Policy should be directed to the MULSS Communication Director(s), via email to [communications@mulss.com](mailto:communications@mulss.com). Emails should include the subject line: *"MULSS Social Media Policy – Feedback"* and the User's student number for membership confirmation.