

Melbourne University Law Students' Society Inc

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Melbourne University Law Students' Society



Social Media Policy

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I Overview

1. The Melbourne University Law Students' Society ('MULSS') understands that social media is a powerful communication tool and encourages its use for engagement, collaboration and discussions about current events and issues. However, if social media is used without due propriety, it can negatively impact the image and credibility of Melbourne Law School ('MLS'), MULSS and its student cohort.
2. It is important for all Users of MULSS Social Media to be aware that much of the information exchanged within social media networks online or otherwise falls within the public domain, and the line drawn between what is considered to be personal and public is not always clear. Accordingly, MULSS urges Users to use social media appropriately with sound judgment and common sense.

II Purpose

1. 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. The active exchange of ideas, discussion and debate is encouraged on MULSS Social Media, where undertaken in a respectful and constructive manner. 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.

III 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 directions under this Policy, may result in:
 - i. the MULSS requiring the User to promptly remove or otherwise render inaccessible any offending material from the MULSS Social Media; and/or
 - ii. the removal of the offending material; and/or
 - iii. the removal of the User from MULSS Social Media accounts.

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 MLS student 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	https://mulss.com
MULSS Facebook Page	https://www.facebook.com/MelbUniLSS
MULSS JD Year-Level Facebook Groups	N/A
MULSS Portfolio-specific Facebook Groups, and any other MULSS Facebook Group	N/A
MULSS Newsletter	N/A
MULSS Twitter account	https://twitter.com/melbunilss
MULSS YouTube account/s	N/A
MULSS Instagram account	https://www.instagram.com/mulsslaw/
MULSS Portfolio-specific Instagram accounts	N/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 Leadership Team.
2. MULSS Social Media postings can be against the law if they discriminate against, harass, bully or racially vilify an individual or group. 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 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.

IV 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; this includes the regular maintenance, monitoring, and moderation of all MULSS Social Media, in conjunction with the relevant Administrators, listed below. The MULSS Leadership Team may also revoke or require Administrators to remove User access and/or inappropriate content from MULSS Social Media. 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
MULSS Website; MULSS Facebook Page; and other MULSS Social Media	MULSS President
	MULSS Communications Director(s)
	Members of the MULSS Leadership Team appointed as necessary
MULSS JD Year-Level Facebook Groups; and any MULSS Portfolio-specific Facebook Groups	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.

V 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. Where necessary, mistakes made should be acknowledged and rectified as soon as possible.
4. Users should refrain from posting speculative information or rumours that are known, or should be known, to be false or misleading.

Impersonation

5. Users must not impersonate a real person or pretend to be a Member of the MULSS.

Confidential Information and Intellectual Property

6. Users should not divulge or discuss any confidential or personal information obtained as a student of MLS or a member of MULSS. This includes confidential information regarding MLS or MULSS operations, students, services, prices, financial position, security, or activities.
7. Users are not to identify any other student, or publish personal details or images about another student, without that student's permission.
8. All Users must respect all intellectual property laws and be mindful of such restrictions when creating or sharing online content.

Conflict of Interest

9. Users must avoid sharing content that could give rise to a conflict of interest. A conflict of interest may arise from third party publications and/or ambassadors from external organisations participating in MULSS Social Media in such a way that puts MULSS in conflict with its contractual obligations with its sponsors.
10. Where Users are unsure if there is a conflict of interest, they are expected to declare it and seek confirmation from the MULSS Leadership Team regardless of how minor a conflict of interest may seem.

Excessive Use

11. 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 Leadership Team.

Spamming

12. '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 Leadership Team.

Advertising

13. MULSS works with a number of partners through its sponsorship model. Accordingly, it is important that external organisations (such as law firms) advertise on MULSS Social Media through the appropriate channels, rather than having Users post advertisements on their behalf.
14. Users should contact the MULSS Leadership Team to confirm the appropriate process for advertisements to be posted on MULSS Social Media.

Inappropriate Content and Conduct

15. Discrimination, bullying and harassment are unacceptable on MULSS Social Media and are unlawful under legislation including, but not limited to:
 - a) *Sex Discrimination Act 1984* (Cth)
 - b) *Racial Discrimination Act 1975* (Cth)
 - c) *Disability Discrimination Act 1992* (Cth)



- d) *Age Discrimination Act 2004* (Cth)
- e) *Australian Human Rights Commission Act 1986* (Cth).

16. Discrimination is treating, or proposing to treat, someone unfavourably because of a personal characteristic protected by the law, such as sex, age, race or disability. Discrimination can occur: directly, when a person or group is treated less favourably than another person or group in a similar situation because of a personal characteristic protected by law or indirectly, when an unreasonable requirement, condition or practice is imposed that has, or is likely to have, the effect of disadvantaging people with a personal characteristic protected by law.

17. Protected personal characteristics under Federal discrimination law include, but are not limited to:

- a) disability, disease or injury, including work-related injury
- b) parental status or status as a carer
- c) race, colour, descent, national origin, or ethnic background
- d) age, whether young or old, or because of age in general
- e) sex
- f) industrial activity
- g) religion
- h) pregnancy and breastfeeding
- i) sexual orientation, intersex status or gender identity, including gay, lesbian, bisexual, transgender, queer and heterosexual
- j) marital status
- k) political opinion
- l) social origin
- m) an association with someone who has, or is assumed to have, one of these characteristics.

18. Unlawful harassment occurs when an individual is subjected to unwelcome conduct which makes them feel threatened, intimidated, undermined, humiliated, embarrassed and/or isolated, including based on the same illegal grounds as those listed above in relation to discrimination.

19. Bullying occurs when someone repeatedly and intentionally uses words or actions against an individual or a group of people to cause distress and risk to their wellbeing. The sort of behaviour that can be considered bullying includes, but is not limited to, the following:

- a) keeping someone out of a group (online or offline)
- b) acting in an unpleasant way near or towards someone
- c) spreading rumours or lies, or misrepresenting someone
- d) harassing someone based on their race, sex, religion, gender or a disability

20. Just as discrimination, bullying and harassment will not be tolerated at MLS, nor will it be tolerated where it occurs on MULSS Social Media. Users are not to post any adverse content about any other User or individual on MULSS Social Media, including material which is offensive, obscene, bullying, discriminatory, hateful, racist, sexist, abusive, harassing, threatening or defamatory.

21. 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.

22. The MULSS Leadership Team may determine whether content or conduct is 'otherwise inappropriate'.

VI Enforcement of the Policy

A Power to Enforce the Policy



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

B 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 Leadership Team if a removal or warning occurs.
3. Following the removal of any content, the MULSS Leadership Team 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 Leadership Team issue such a warning.
4. The MULSS Leadership Team may commence an investigation into conduct of a User. An investigation may be commenced based on the MULSS Leadership Team's own motion, by referral from an Administrator or by a student complaint.
5. The relevant Administrator 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 relevant Administrator 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 Leadership Team.

C 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 or a member of the Leadership Team. 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.

VII Feedback on the Policy

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