



CNBP Social Media Guidelines

Guideline Purpose

The use of Social Media by Centre members is increasing, and indeed encouraged and supported by the CNBP. These guidelines do not specifically cover use of Social Media by individual members in a personal capacity but outlines CNBP's expectations of staff, students and associates with respect to the use of Social Media where there is an identifiable connection with the Centre.

Social Media

Social Media incorporates websites, wikis, online channels and applications which are designed to allow information, content and commentary to be created, shared and disseminated. Social Media includes social networking sites such as Facebook, Twitter, Instagram and LinkedIn; Video sites such as YouTube and Flickr; Forums, blogs and discussion boards; and any website that allows comments to be made publicly.

Benefits of Social Media

There are many benefits to engaging with Social Media including:

- The ability to promote research and work, and to build a professional profile and to increase reputation
- To aid networking - connecting with peers, other researchers and potential future collaborators
- To develop high Altmetric scores to support future grant applications
- To exchange scientific ideas and research perspectives
- To be a part of a positive online presence for science more generally

Official CNBP Social Media Accounts

- Twitter: @CNBPscience
- Instagram: cnbp.science
- Facebook: Centre of Excellence for Nanoscale BioPhotonics - CNBP
- LinkedIn: Centre for Nanoscale BioPhotonics
- Flickr: CNBP
- YouTube: CentreForNanoscale BioPhotonics

Risks Associated with Social Media

Views, comments or content on Social Media can affect perceptions of the poster and the institution that they are associated with. Ill-considered comments, incorrect information, poor responses, and illegal or harassing content can impact reputation negatively. The following general guidelines should be considered before posting any content. CNBP members should also check their own institution's social media policy to ensure that they are complying with stated policies.

Guidelines to Engaging on Social Media

Accountability

- Use judgement and common sense when you post. Think about the potential impact of your post on both your reputation and CNBP's reputation
- Remember that everything you post is in the public domain, is searchable and will also remain indefinitely in the public domain
- Be transparent, accurate and honest in your posts
- Do not post any content that is illegal, harassing, hateful, sexist, racist or harmful to any individual
- If you're unsure whether you should post a particular comment, pause, pause again and think it through before hitting send
- Do not tweet when under the influence of alcohol or if overly tired as this is when judgement can be impaired. If in doubt sleep on it.

Manner

- Use your own voice, be real and don't be afraid to have your personality shine through
- Avoid overly formal or composed language
- Be personable in the same way that you would be if you were having a conversation with someone face-to-face
- Be polite and respectful to the individuals and communities with whom you are engaging
- If you realise you have posted something that is wrong or incorrect, correct it quickly and publicly
- If responding to negative opinion or criticism try to respond positively and constructively in a timely manner

Confidentiality

- Do not disclose confidential or in-confidence information
- Do not disclose people's private information (such as personal situations or contact details)

Copyright

- Respect copyright. Do not post content that in any way infringes copyright or the intellectual property of another person without proper due reference and/or acknowledgment of that work

Finally

- Enjoy the many positive benefits of being online, growing your social media presence and building your networks and profile, by following the guidelines above.

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