DIGITAL MEDIA POLICY

Responsible Officer	Vice-President and Deputy Vice-Chancellor (Academic); Vice President, Advancement
Contact Officer	General Manager, Office of the VPDVCA, gill.kirk@unsw.edu.au x53835
Superseded Documents	This is a new policy
Review	November 2016
File Number	2013/17171
Associated Documents	Website Procedure Intellectual Property Policy Code of Conduct Research Code of Conduct Video Procedure Production and Use of Digital Education Resources Procedure (in development) UNSW Branding Requirements Website Branding Guideline Copyright Ownership Guidelines UNSW Social Media Communication Guidelines Social Media and Mobile Applications Visual Brand Requirements UNSW Websites: Acceptable Content Standard

Version	Authorisation	Approval Date	Effective Date
1.0	Authorised by the President and Vice-Chancellor	22 October 2013	1 November 2013

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1. Preamble

1.1 Purpose

This policy provides an overarching framework to ensure that all digital media, including for the purposes of online learning and teaching, marketing, recruitment, and publicity, is produced, delivered and managed in a way which is consistent with the University's policies, UNSW Strategic Intent and the UNSW Brand.

1.2 Background

There is increasing use of digital media by UNSW. This includes its use as a means to disseminate content and to facilitate communication in the delivery of programs and open access learning; by academic staff to engage in public discourse in their fields of expertise; and by UNSW to promote the University, its activities and the activities of its staff. Examples include videos uploaded on the UNSW website and UNSWTV, online teaching via learning management systems, mobile applications, and the use of Facebook, Twitter, YouTube and other social media to communicate with prospective and current students and the general public.

UNSW encourages the use of digital media and at the same time must ensure that its content and use enhances the reputation of the University and is managed within a clear and accountable framework which is consistent with UNSW policy and procedures. This policy, with associated procedures and guidelines, sets out how the University manages the production, use and management of digital media.

The intention of this policy is not to inhibit appropriate innovation or creativity, and where a proposed innovation appears to be in conflict with this policy, an exception may be authorised by following the process identified in the relevant procedure.

2. Scope

This policy applies across the University to Content:

a) developed for the dissemination, advancement, development and application of knowledge in the delivery of:
    a. courses leading to a degree or other award of the University;
    b. non-award courses;
    c. executive education programs;
    d. UNSW branded open access learning.

b) developed for public discourse where staff identify as a member of the University. This policy is not intended to govern the activities of staff in their private capacity;

c) used for the promotion of the University, its activities and its staff.

d) which is developed either:
    a. by staff. It does not apply to content developed by students unless they have been appointed as contractors to work on behalf of the University; or
    b. on behalf of the University whether internally or by external parties.

This policy is not intended to apply to other forms of electronic information such as files or emails which are dealt with in accordance with relevant policy and procedures such as the *Electronic Recordkeeping Policy*.

3. Definitions

In this policy:

Associated with the University	includes any implicit association, and where any association can reasonably be assumed.
Content	means materials created for activities covered in the scope of this policy. In this policy content does not refer to conversational communications that accompany content on UNSW learning management systems. Such communications are dealt with under the staff *Code of Conduct*.
Digital Media	includes, but is not exclusive to, content made available via video or other recording techniques, websites and information displayed on websites (which may be sourced from a database), social media and mobile applications.
Staff or Academic Staff	means all employees of UNSW, including continuing, fixed-term and casual employees and persons who are engaged to perform work as contractors of UNSW, or any person who is voluntarily associated with the University.
University Resources	means all resources including physical and information technology infrastructure and staff time.
UNSW Brand	means the requirements set out in *UNSW Branding Requirements 2013* or superseding documents.
UNSW Strategic Intent	means the Strategic Intent set out in *B2B Blueprint to Beyond UNSW Strategic Intent* or superseding documents.

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4. Policy Statement

4.1 Content which is associated in any way with the University must be developed in a manner that is consistent with the University's policies, UNSW Brand and UNSW Strategic Intent.

4.2 Content must adhere to UNSW policies, procedures and guidelines which define quality standards including those relating to pedagogy, branding, accessibility, production value and presentation.

4.3 Developers of Content are responsible for:

a) identifying which UNSW policies, procedures, standards or guidelines Content is governed by;

b) ensuring that Content is managed lawfully including obtaining appropriate consents and licenses for use of third party material and making appropriate acknowledgment of the contributions of others;

c) ensuring approved processes are followed through the full lifecycle from creation, dissemination, maintenance, preservation and archiving, and removal.

4.4 The creation and dissemination of Content must not:

a) harm or diminish the University's reputation as a leading educational and research institution; or

b) conflict with the interests of UNSW.

4.5 Where University resources are used in the development of Content, they must be used accountably and responsibly.

5. Legal & Policy Framework

5.1 Intellectual property rights relating to the creation and production of Content will be dealt with in accordance with the *Intellectual Property (IP) Policy* and its related procedures and guidelines.

5.2 Dissemination of research Content will be managed as described in the *Research Code of Conduct.*

5.3 Income derived by Staff from Content must be dealt with in accordance with relevant policies and procedures such as the *Code of Conduct, Paid Outside Work by Academic Staff Policy, Intellectual Property (IP) Policy* and the *Conflict of Interest Policy*.

5.4 Content made available by UNSW websites will be managed in accordance with the *Website Policy* and *UNSW Websites: Accessibility Guidelines*.

5.5 Use of the University's name, logo or brands must conform to the *UNSW Online Branding Guideline, UNSW Branding Requirements and UNSW Websites: Acceptable Content Standard*.

5.6 Storage of and access to Content will be managed in accordance with *UNSW IT Security Policy*.

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6. Implementation

This policy will be implemented by the development of associated procedures and guidelines.

6.1 Roles & Responsibilities

Digital media is developed by staff in most Divisions and Faculties. Each Executive Team member is responsible for ensuring that digital media in their portfolio or area of accountability is developed in accordance with this policy. In particular:

6.1.1 The Vice-President and Deputy Vice-Chancellor (Academic) is responsible for ensuring that the learning and teaching environment provides an outstanding student experience and as such will lead the development and implementation of procedures regarding digital media for academic and student recruitment purposes.

6.1.2 The responsibilities of the Vice-President, Advancement include advancing the University's external relations and will ensure that procedure and guidance on digital media relating to marketing and communications continues to be developed and implemented.

6.1.3 The responsibilities of the Vice-President and Deputy Vice-Chancellor (Research) include advancing the University's profile in research and will ensure that procedure and guidance on digital media relating to Research continues to be developed and implemented.

6.2 Support & Advice

Learning and Teaching:	use of digital media in the provision of learning and teaching;
Digital Media Services UNSWTV Production Unit:	project development and professional video production services for commissioned educational media and promotional content;
Marketing Services:	use of the UNSW Brand; use of social media;
Central Web Unit:	project development and professional web production.

6.3 Communication

This policy will be communicated via the standard policy communication strategy, as well as to targeted managers across the University.

7. Review

For review three years following the commencement of the policy.

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Appendix A: History

Version	Authorised by	Approval Date	Effective Date	Sections modified
1.0	President and Vice-Chancellor	22 October 2013	1 November 2013	This is a new policy

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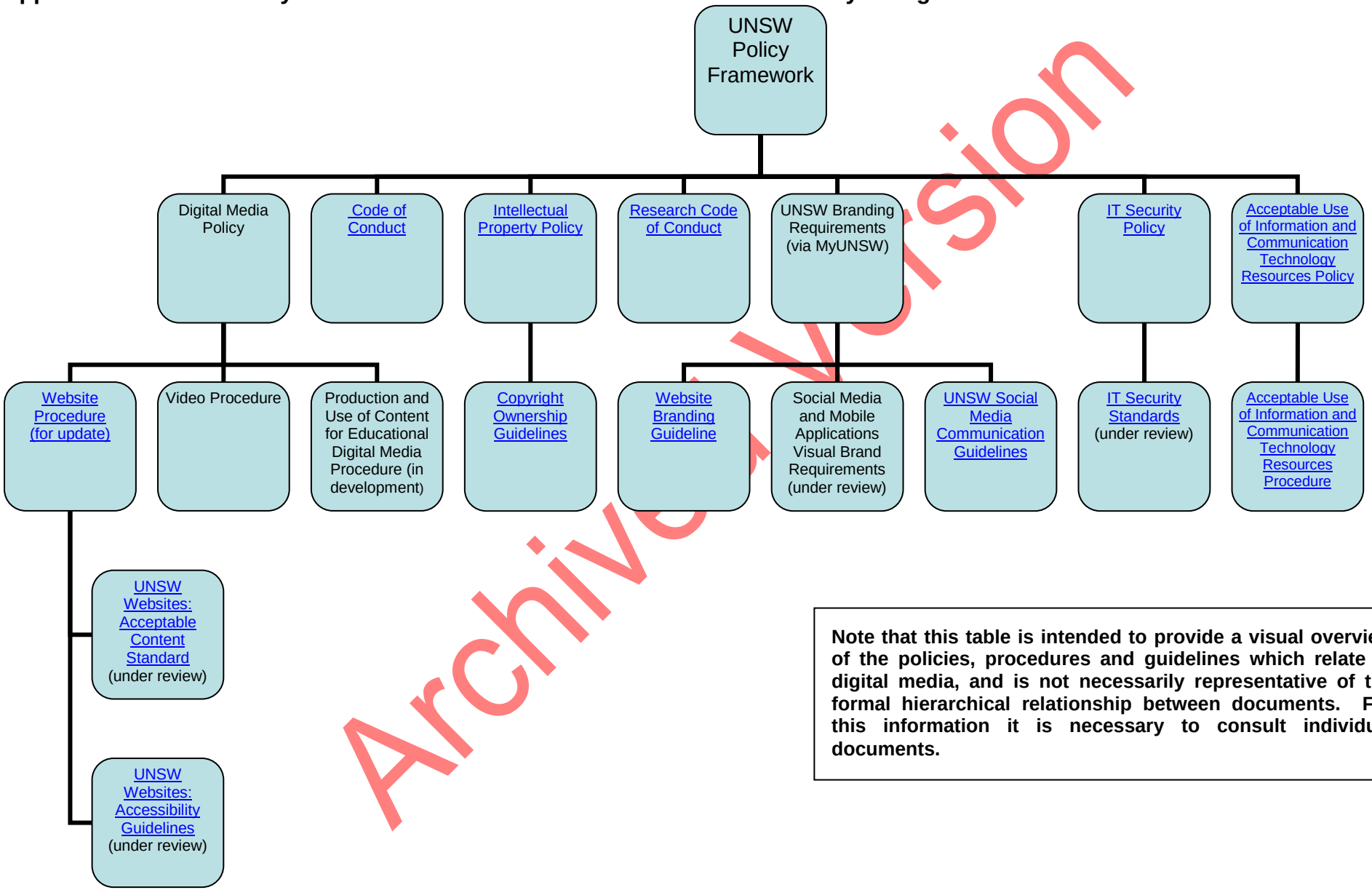
Appendix B: UNSW Policy Framework Related to the Production and Delivery of Digital Media



Note that this table is intended to provide a visual overview of the policies, procedures and guidelines which relate to digital media, and is not necessarily representative of the formal hierarchical relationship between documents. For this information it is necessary to consult individual documents.

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