

'Social Media Reference Group' - Membership and Terms of Reference

Section 1 - Establishment

(1) The Social Media Reference Group (SMRG) was established by the Deputy Vice-Chancellor (Administration) in accordance with [Delegations and Authorisation Policy](#), Schedule 1, GOV14.

Purpose

(2) The Social Media Reference Group (SMRG) will gather and disseminate information in regards to social media and its use at Charles Sturt University (the University) for the purpose of ensuring appropriate and beneficial use of social media to advance the University's mission and objectives.

Section 2 - Membership

(3) The Social Media Reference Group will consist of 12 nominees from across Charles Sturt University (the University).

(4) Nominees will be staff actively involved in the social space or who demonstrate working knowledge of their workplace involvement in social media.

(5) Nominees will represent a mixture of professional and academic staff to ensure adequate representation of the University's social media landscape.

(6) The regular members of the Social Media Reference Group shall be;

- a. Social Media Manager, who is Chair;
- b. two representatives from the Division of Marketing and Communication, nominated by the Executive Director, Marketing;
- c. a representative from the Division of Library Services, nominated by the University Librarian;
- d. a representative from the Division of Information Technology, nominated by the Chief Information and Digital Officer;
- e. two representatives from the Division of Student Success, nominated by the Dean of Students, Division of Student Success;
- f. a representative from Student Central, Systems, nominated by the Executive Director, Division of Student Administration;
- g. a representative from Residence Life, nominated by the Chief Financial Officer;
- h. a representative from Research, Development and Industry, nominated by the Deputy Vice-Chancellor (Research and Engagement); and
- i. one representative of each Faculty, nominated by the respective Executive Dean.

Section 3 - Terms of Reference

(7) The Social Media Reference Group will gather and disseminate information in regards to the following;

- a. compliance with social media policy and guidelines;
- b. changes in social media trends and technologies;
- c. recommendations for improvement to current practices;
- d. act as a community of practice to help identify and raise general issues around social media at the University;
- e. contribute towards promotion of the whole-of-the-University e.g. Research, Student Experience; and
- f. provide an assessment as to the health of the University's social media platforms, accounts/channels and nominate critical issues to the Director, Government and Community Relations for consideration.

Section 4 - Meetings and Reporting

(8) A formal feedback loop is to be established by the Chair with meetings held monthly (or as required).

(9) A monthly report that aggregates current issues around the University's social media channels will be provided to the Director, Government and Community Relations.

Status and Details

Status	Current
Effective Date	13th December 2016
Review Date	16th February 2018
Approval Authority	Deputy Vice-Chancellor (Administration)
Approval Date	2nd December 2016
Expiry Date	Not Applicable
Unit Head	Priscilla Dunn Head, Communications and Government Relations
Author	Alice Coomans +61 2 63386251
Enquiries Contact	Media