

The University of Queensland Union College

Social Media Procedures & Agreement for Resident Mentors

All Resident Mentors at The University of Queensland Union College play a pivotal role in shaping the college's digital presence and promoting its vibrant community to alumni and prospective residents.

Alongside your regular, role-specific duties, you are expected to support the Marketing & Communications Officer with community engagement through social media to showcase the college's dynamic environment and foster connections across various platforms.

Resident Mentors are expected to use Instagram and Facebook to capture content across social, sporting, cultural, and other relevant events. This includes story and video captures, or resharing content residents/affiliates have tagged Union College in – where appropriate – to our social media pages.

Whilst longform content (reels, posts, and TikTok videos) is cleared through the Marketing & Communications Officer, you are expected to independently understand and adhere to brand standards, including acting appropriately and avoiding offensive content.

Examples of inappropriate and offensive behaviors concerning participation in online communities (in this case, posting to Union College social media) may include depictions or presentations of the following:

- Photos, videos, and comments depicting the use of alcohol, drugs, and tobacco.
- Photos, videos, and comments that are of a sexual nature. This includes links to websites of a pornographic nature and other inappropriate material.
- Pictures, videos, and comments that condone drug-related activity. This includes but is not limited to images that portray the use of marijuana and drug paraphernalia.
- Content online that is unsportsmanlike, derogatory, demeaning or threatening toward any other individual or entity (examples: derogatory comments regarding another college or sporting team; taunting comments aimed at residents/students/member of public; derogatory comments against race/gender/sexuality and such).
- No posts should depict or encourage unacceptable, violent or illegal activities (examples: hazing, sexual harassment/assault, gambling, discrimination, fighting, vandalism, academic dishonesty, underage drinking, illegal drug use).
- Content online that would constitute a violation of Union College rules.
- Information that is sensitive or personal in nature, whether related to yourself or another person, or is proprietary to Union College, which is not public information.

Failure to adhere to brand standards will induce the following penalties:

1. A meeting with the Marketing & Communications Officer
2. Penalties as determined by the Union College management team

Note: you may not share the password or username with anyone without consulting with the Marketing & Communications Officer for approval. Please email, call, or visit the office if you would like permission or to discuss.

If you are ever in doubt of the appropriateness of your potential social media material, consider whether it positively reflects your own values and ethics as well as the ethics and standards of Union College.

Remember, always present a positive image for the college, and think about the audience of alumni, future residents, and their/your friends and family. We want to showcase how fantastic Union College is!

All Union College Resident Mentors will be required to sign an affirmation statement of understanding and agreement of this procedure.

Social Media Agreement

By signing below, you affirm that you understand the University of Queensland Union College Social Media Procedure and Agreement for Resident Mentors and the requirements that you must adhere to.

Also, you affirm that failure to adhere to this procedure and agreement may result in penalties as determined by the Union College management team.

Printed Name _____

Resident Mentor Role _____

Signature _____ Date _____

Approval Authority: Head of College/CEO

Last Approval Date: January 2026

Review Date: December 2026 (or earlier if legislation or sector expectations change)

Audience: Resident Mentors

Disclaimer: Union College's policies and procedures for the prevention of and response to gender-based violence, including sexual misconduct, are designed to be consistent with and aligned with The University of Queensland's Sexual Misconduct Prevention and Response Policy and associated procedures, as well as UQ's broader frameworks and commitments relating to gender equality, respect, and safe, inclusive campus communities.