Spokespeople are trained staff who function as account managers on official RMIT social media accounts. They manage policy compliance for the account and all content posted on it, including material posted by Associates. They are also responsible for coordinating, reviewing and updating the account’s content strategy.

If you perform this role, here’s what you need to know.

**POLICY**

First up, check the Social media policy for basic obligations. In particular, these include the need to follow the recommendations of the policy’s supporting documents where relevant.

**PROCEDURES**

Next, check the Spokespeople and associates procedure for an explanation of your specific responsibilities. ...then, the Moderating user-generated content procedure, so you’re able to support users contributing to your account (e.g. comments, queries and replies). ...finally, the Deleting and archiving procedure, but only when closing your account.

**INSTRUCTIONS**

Communicating

The Moderating social media instruction expands on the moderation procedure with techniques for managing user-generated content. ...the Communicating on social media instruction offers advice on effective online communication, including appropriate tone and voice.

Channels

There are instructions for specific channels. These give you tips and tricks to help you unlock the potential of social media. Use as needed, and according to the platform you’re on.

1) Twitter instruction
2) Facebook instruction
3) Blogs instruction
4) YouTube and Flickr instruction
5) Experimental channels instruction (e.g. Instagram, Pinterest, Tumblr)

Strategy

A set of strategy instructions are also available, which you can use as needed. These cover:

1) Analysing social media
2) Social media for campaigns
3) Social media for events & conferences
4) Social media for research, teaching and collaboration

Questions?

Contact Web Services & Information Policy:
webservices@rmit.edu.au

Happy digital travels.