Social Media Guidance for Project Teams

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NON-ACIAR employees on social media

While it is encouraged that ACIAR research is shared by commissioned researchers, partnering organisations and other external stakeholders, social media accounts created and run by non-ACIAR staff should not insinuate the account is owned, operated or represent the views of ACIAR.

Therefore, it is important that non-ACIAR personnel running social media channels follow these guidelines:

- ACIAR branding or wording should not be used on the channel, so as to imply that ACIAR is involved with the statements or content being published on that channel.
    - This specifically includes using 'ACIAR' in the username or handle of the social media account or in the account's avatar or profile image.
- 'ACIAR' can still be referred in the biography/description of the channel.
    - Example: '...this project is funded by @ACIARAustralia.'
- All posts through the channel or social media platform must only promote the content and general theme of the project and not be used for additional communications outside the scope of what the project is researching.
- ACIAR is not responsible for establishing, producing, management or administrating the account (s) in any way.