

Question	Social Media Advertising	Traditional Advertising
What is the 'advertisement'?	The final social media post, including any video.	The printed advertising material (e.g. poster).
What approvals are needed?	<ol style="list-style-type: none"> <li>1. HREC needs to approve the material</li> <li>2. The institution's social media page needs to agree that it can be used (as appropriate)</li> <li>3. Social media company guidelines need to be followed</li> </ol>	<ol style="list-style-type: none"> <li>1. HREC needs to approve the material</li> <li>2. The institution needs to approve where it will be displayed</li> </ol>
What happens when the advertising material is updated?	Each update needs to be approved as above. However, acknowledging the dynamic nature of social media, the National Statement notes that where the material needs to be 'ad lib', tailored or adapted, "a description of the strategy and broad messages is sufficient" (National Statement 3.1.20).	Each update needs to be approved as above.
What are the specific privacy issues?	Privacy concerns of the audience need to be considered and communicated with HREC.	N/A - unless there is a link from a poster to a social media site.
Additional considerations	Comment moderation on an advertisement, including a process for negative comments; ensuring social media companies do not collect personal information.	May not reach as wide an audience as social media posts on its own.