

Social Media Policy

Introduction

Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

This policy acts in conjunction with Djerriwarrh Community & Education Services' (Djerriwarrh) Media and Marketing Policies in order to maximise social media reach while protecting Djerriwarrh's reputation.

Purpose

For the purposes of this policy, social media includes but is not limited to:

- Social networking sites e.g. Facebook, MySpace or LinkedIn
- Video and photo sharing websites e.g. WordPress/Blogger, YouTube, Instagram, SnapChat or Flickr
- Micro blogging sites e.g. Twitter
- Web blogs and personal blogs
- Forums and discussion boards e.g. Google+
- Online encyclopedia e.g. Wikipedia
- Any other websites that allow individual users or organisations to post comments to the web

Djerriwarrh seeks to encourage information and link-sharing amongst its employees, volunteers and participants and seeks to utilise the expertise of its employees in generating appropriate social media content.

At the same time, social media posts should be in keeping with the mission and vision of Djerriwarrh and posts made through its social media channels should not damage the organisation's reputation in any way.

This policy covers both professional and personal social media usage, where it is relevant to Djerriwarrh.

Core Policy

Djerriwarrh's social media use shall be consistent with the organisation's core values of being caring, inclusive, adaptable, respectful and accountable and in line with the following principles:

- **Integrity:** Djerriwarrh will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.
- **Professionalism:** Djerriwarrh's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone.

- **Information Sharing:** Djerriwarrh encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

Djerriwarrh seeks to grow its social media base and use this to engage with existing and potential participants, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

Responsibilities

The Marketing & Stakeholder Engagement Coordinator will co-ordinate Djerriwarrh's social media management. The Marketing Department will oversee expansion of social media and help to develop the Social Media Strategy in line with the organisation's Media and Marketing Policy.

Staff and volunteers may, from time to time and where appropriate, post on behalf of Djerriwarrh using the organisation's online social media profiles. Staff, students and volunteers may post and share Djerriwarrh's information on their personal social media profiles but they are under no obligation to do so.

The Marketing & Stakeholder Engagement Coordinator has responsibility for the following:

- Ensuring that all posts are in keeping with Djerriwarrh's Social Media Policy.
- Ensuring that appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) to minimise risk.
- Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post by contacting the relevant manager or CEO to follow up the issue.
- Moderating and monitor public response to social media, such as blog comments and Facebook replies.

When employees use social media, either personally or professionally, they must ensure that they do not use content that would:

- a. Harm the goodwill or reputation of Djerriwarrh or disparage Djerriwarrh.
- b. Be interpreted as disparaging, discriminatory or harassing information concerning any client, employee, or other person associated with Djerriwarrh.
- c. Be considered as confidential information, trade secrets, or intellectual property of Djerriwarrh obtained during employment including information relating to finances, research, development, marketing, clients, operational methods, plans and policies.
- d. Give away any private information relating to a participant, employee or volunteer of Djerriwarrh.

Djerriwarrh staff and volunteers should not connect with anyone on social media who is under the age of 18 and a person they have met in the course of their duties at Djerriwarrh.

Employees who violate Djerriwarrh's Social Media policy will be subject to disciplinary action, up to and including termination of employment.

Associated Policies	
Associated Procedures	PR 061a Social Media
Other associated documents Internal	
Relevant Legislation	
Other associated documents External	