

1 Purpose and Scope

1.1 Purpose

This policy provides guidance for the management committee and staff, including volunteers, on their professional and personal use of social media.

1.2 Scope

Hyden Community Resource Centre recognises that social media platforms can enhance promotion, communication, collaboration and information exchange. The Centre supports the appropriate use of social media by the management committee and staff, including volunteers, as a way to publish, share and discuss information, and explore diverse perspectives for the benefit of the Centre's business.

For the purposes of this policy, social media is content created by individuals using highly accessible and large-scale publishing technologies. It may include, but not limited to:

- Social networking sites (e.g. Facebook);
- Video and photo sharing websites (e.g. YouTube);
- Blogs, including corporate blogs and personal blogs;
- Blogs hosted by media outlets (e.g. 'Comments' under local newspaper feature);
- Micro-blogging (e.g. Twitter);
- Forums, discussion boards and groups (e.g. Google groups); and
- Instant messaging, including SMS.

Hyden Community Resource Centre committee and staff should recognise the potential for damage to be caused (either directly or indirectly) to the Centre in certain circumstances via their use of social media when they can be identified as a committee member, Centre employee or volunteer.

Hyden Community Resource Centre recognises that the committee and staff may wish to use social media in their personal life. This policy does not intend to discourage nor unduly limit individual's personal expression or online activities.

2 Related Documents

The following documents either contain references to this policy or are referred to in it:

- Internet and Email Usage Policy
- Privacy Policy
- Misconduct and Discipline Policy
- Computer Systems Policy

3 Relevant Legislation

Privacy Act 1988

4 Definitions

Social media As described in 1.2 Scope.

5 Policy

5.1 Guidelines of Use

- Hyden Community Resource Centre will ensure all posts on social media platforms are consistent with the centre's image and the core values of the Community Resource Centre's sector.
- As all social media activity is part of the public domain, users should have no expectations of privacy when using social media.
- All users of social media must follow the same ethical standards that Hyden Community Resource Centre management committee and staff must otherwise follow.
- The Social Media Procedures set a list of rules for the professional use of social media on behalf of the centre and personal use of social media when referencing the centre.

5.2 Engagement of External Users

- Hyden Community Resource Centre encourages all users, members, staff, the community and other stakeholders to engage with the centre's social media posts.
- Hyden Community Resource Centre expects that users, members, the community and other stakeholders will adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.
- The views, opinions and experiences expressed by those who engage are solely those of the author and do not necessarily reflect the views of, or endorsement by, Hyden Community Resource Centre.
- The Centre will not edit comments or posts, however, to ensure a continually positive experience for the community, the centre may remove content or commentary containing spam, profanity or otherwise objectionable or prohibited material.

5.3 Professional Use of Social Media

- Before engaging in social media as a representative of the Centre, the individual must first be authorised to do so.
- Only Hyden Community Resource Centre committee and staff can be authorised to use the Centre's social media platforms, either on the Centre's premises or mobile devices.
- The Manager or the Chairperson of the Hyden Community Resource Centre will authorise a committee member and staff to comment in an official capacity.
- Hyden community Resource Centre will moderate and remove any posts or comments that do not comply with the relevant principles stipulated above.

5.4 Personal Use of Social Media

- Hyden Community Resource Centre is not responsible for any content published in a personal capacity on any form of social media platform.
- When accessing social media via Hyden Community Resource Centre's Internet or computer systems, staff and volunteers must do so in accordance with the Internet and Email Usage Policy.

Staff and volunteers must use these resources reasonably, in a manner that does not interfere with their work, and is not inappropriately or excessively accessed.

5.5 Breaching of the Policy

- All committee members and staff are expected to comply with this policy at all times to protect the privacy, confidentiality and interests of the Centre, members, staff, volunteers, users, partners and the community.

- Responsibility for breaching the proper use of social media as per this policy lies with staff and volunteers.
- Staff and volunteers found breaching this policy will be responsible for any loss suffered by Hyden Community Resource Centre as a result.
- Any alleged breach of this policy will be dealt with according to the Misconduct and Discipline Policy.

6 Procedures

6.1. Professional Use of Social Media

The Manager is responsible for checking, or arranging the checking of the social media platforms for responses and engagement from users, members, businesses and other stakeholders.

6.1.1 Authorised Representatives

Authorised Hyden Community Resource Centre representatives must:

- Disclose they are a management committee member or staff of Hyden Community Resource Centre, and use only their own identity, or an approved official account or avatar.
- Disclose and comment only on information classified as public domain information.
- Ensure that all content published is accurate and not misleading and complies with all relevant Hyden Community Resource Centre policies.
- Ensure they are not the first to make an announcement (unless specifically given permission to do so).
- Comment only on their area of expertise and authority.
- Ensure comments are respectful of the community in which they are interacting online.
- Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, and the Centre's Privacy Policy.
- Refer any questions to the Manager or Chairperson of the committee.

Authorised Hyden Community Resource Centre representatives must not:

- Upload, post, forward or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- Use or disclose any confidential or secure information; or
- Make any comment or post any material that might otherwise cause damage to the Centre's reputation or bring it into disrepute.

6.2. Personal Use of Social Media

Where an individual's comments or profile can identify them as a Hyden Community Resource Centre committee member and staff, they must:

- Only disclose and discuss publicly available information;
- Ensure that all content published is accurate and not misleading and complies with all relevant Hyden Community Resource Centre policies;
- Be polite and respectful to all people they interact with; and

Social Media Policy

- Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, and the Centre's Privacy Policy.

Where an individual's comments or profile can identify them as a Hyden Community Resource Centre committee member and staff, they must not:

- Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- Imply that they are authorised to speak as a representative of the Centre, nor give the impression that the views you express are those of Hyden Community Resource Centre;
- Use the Hyden Community Resource Centre email address or any of the Centre's logos or insignia that may give the impression of official support or endorsement of your personal comment;
- Use the identity or likeness of another Hyden Community Resource Centre committee member or staff;
- Use or disclose any confidential information obtained in your capacity as a committee member or staff of Hyden Community Resource Centre;
- Post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another Hyden Community Resource Centre committee member or staff; and
- Make any comment or post any material that might otherwise cause damage to the Centre's reputation or bring it into disrepute.

6.3. Responsibilities

The management committee is responsible for protecting Hyden Community Resource Centre against any potential damage (either directly or indirectly) as a result of the misuse of social media by committee members, staff and volunteers when acting on behalf of the Centre and/or when referencing the Centre.

Staff and volunteers are responsible for observing the rules for the professional and personal use of social media when acting on behalf and/or referencing the Centre.

7 Document History

Document name:			
Version number	Version date	Approved by	Description of changes
1.0	Date	Management Committee	Adopted

8 Approval

Name	
Position	

Social Media Policy

Signature	
Date	