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## **SOCIAL MEDIA POLICY**

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**WMCH: incorporating the West Moonah Community House Board Members, Employees and Clients using or having a need to participate in online social media activity relating to West Moonah Community House, West Moonah Community Pre-school, West Moonah Community Shed and West Moonah Community Garden.**

This policy applies to all West Moonah Community House Board Members, Employees and Clients using or having a need to participate in online social media activity relating to West Moonah Community House, West Moonah Community Pre-school, West Moonah Community Shed and West Moonah Community Garden; communicating through business and/or personal accounts which they have created and administer themselves.

### **Objective**

This policy is intended to provide clarity to WMCH Board Members, Employees and Clients on how to conduct themselves in social media. It also informs them of their responsibilities when using social media.

### **Scope**

Social media tools are defined in this policy as all online media which allow user participation and interaction including but not limited to:

- social networking sites, e.g. Facebook, MySpace, Bebo, Friendster
- video and photo sharing web sites, e.g. Flickr, YouTube, Blip, Instagram
- micro-blogging and activity stream sites, e.g. Twitter, Yammer
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards, e.g. Yahoo! Groups, Google Groups
- online encyclopedias, e.g. Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools, e.g. wikis.

### **Official use**

Official use refers to communication carried out from one of the West Moonah Community House's branded social media channels where a representative of the WMCH is commenting from one of these branded accounts or a private account as a WMCH representative.

Representatives conducting official communication through social media:

- Should not comment in depth on the activities of another community house apart from providing factual information that is on the public record, unless employees have authority to do so.
- Must avoid any statement that might bring the WMCH into disrepute.
- Must not commit the WMCH to any action or initiative without appropriate authority.
- Must not disclose official information unless authorised to do so or unless it is already in the public domain.

- Should be aware of laws covering libel, defamation, privacy and the protection of intellectual property.
- Must ensure all activities are without reproach:
  - *behaving with respect and courtesy, and without harassment*
  - *dealing appropriately with information, recognising that some information needs to remain confidential*
  - *being sensitive to the diversity of the Australian public*
  - *taking reasonable steps to avoid conflicts of interest*
  - *upholding WMCH values and the integrity and good reputation of the WMCH*
- Must be apolitical, impartial and professional, and avoid any statements that might be interpreted as advocating government policies or criticising the policies of political parties or groups, with the exception of approval from the board.
- Must protect personal information entrusted to the WMCH from distribution into the public domain.
- Must have approval from the relevant authority to use social media in an official capacity.
- Employees should take note of any copyright/Creative Commons notices attached to content they wish to use/repurpose. Additionally employees should cite or otherwise acknowledge content sources where necessary when they are known.

## **Professional use**

Professional use is when an employee is commenting personally but as an experienced person in their particular field. They are not representing the WMCH.

Persons participating in social media in a professional capacity:

- Must declare their purpose and their position as a representative of the WMCH if appropriate.
- Must provide a disclaimer making it explicit that their views do not represent those of the WMCH.
- Must not disclose official information unless authorised to do so or unless it is already in the public domain.
- Must protect personal information entrusted to the WMCH from distribution into the public domain.

## **Private use**

Private use is when a Board member, employee or client is commenting with a profile that is not identified as an official WMCH account.

Employees participating in private social media activity must uphold the WMCH values and Code of Conduct

They should bear in mind that even if they do not identify themselves online as a representative of the WMCH they could nonetheless be recognised as such as social media websites are public forums.

Employees should not rely on a site's security settings to guarantee privacy, as material posted in a relatively secure setting can still be copied and reproduced elsewhere. Further, comments posted on one site can also be used on others under the terms and conditions of many social media sites.

## Inappropriate use

Inappropriate use of social media includes, but is not limited to:

- using discriminatory, defamatory, abusive or otherwise objectionable language in content
- accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose)
- accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism
- accessing, downloading or transmitting any material deemed to be illegal under ACT or Australian Commonwealth law
- accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry
- compromising the privacy of any person
- using services for personal political purposes

## Breach of Policy

Representatives who participate in online communication deemed not to be in the best interest of the WMCH will be subject to disciplinary action under the WMCH Confidentiality Policy.

The WMCH will remove, or request the person or persons to remove, any material where there is a breach of the WMCH values and Code of Conduct or a breach of the controls detailed in this Social Media Policy.

## Risks

Potential risks that may arise in employees using social media include

- Could breach WMCH values and Code of Conduct
- Could put social media to an inappropriate use
- Could bring the WMCH brand and reputation into disrepute
- Represent themselves as someone else either within the community house or outside of the community house
- Could make promises or statements regarding the WMCH operations which are not true
- Could disclose personal information relating to WMCH representatives/clients, or official information which is classified or commercial-in-confidence.

## Please also see WMCH Confidentiality Agreement

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*This policy was adopted on <<date>> at the West Moonah Community House Management Meeting.*

Signed: \_\_\_\_\_ (Chairman)

Witnessed: \_\_\_\_\_ (Manager)

Date: \_\_\_\_\_

Review Date: January 2016