

Capricorn Citizen Advocacy

SOCIAL MEDIA POLICY

Policy number:	1.4.3	Approved by Management Committee:	27 th October 2020
Version:	2.0	Signed off by Executive:	27 th October 2020
Responsible person:	Coordinator	Scheduled Review Date:	27 th October 2023

Purpose

This policy oversees the publication of and commentary on social media by Management Committee members, employees, advocates, advocate associates, protégés and members and supporters including donors, of Capricorn Citizen Advocacy.

Capricorn Citizen Advocacy understands that social networking, including social media, helps build positive relationships in the wider community and when well used in a workplace it can generate energy, harmony and a strong team culture. The purpose of this policy is to help us to ensure that:

- We always present people with disability in valued, positive and non-exploitative ways;
- Our use of social media is appropriate and in line with community standards;
- Our social networking is balanced and appropriate for our circumstances. We will engage effectively with the wider community, encouraging discussion and information sharing whilst also protecting our reputation, vision, values and interests.

This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Policy

1. Definitions

'Social Networking' refers to the informal interactions which occur between employees and their family and friends, advocates and proteges and the wider community;

- All interpersonal relationships, contacts and discussions held between people; including networks of friends, colleagues and other acquaintances and contacts.
- Electronic social media based social networking. This is any online/virtual community of people with a common interest who use a website or other technologies to communicate with each other and share information, resources. This could also be a business-oriented social network or a website or online service that facilitates this communication.

'Social Media' includes all internet-based publishing technologies. Most forms are interactive, their open, flexible and informal nature allows authors, readers and publishers to connect and interact with one another. The main advantage of social media is that it directly reaches, engages and interacts with members and stakeholders in an affordable, effective and instant manner. The published material can be accessed by anyone. Social Media includes, although is not limited to:

1. social networking sites (e.g. Facebook, Myspace, LinkedIn, Bebo and Yammer)
2. video and photo sharing websites (e.g. Instagram, Flickr, Youtube)
3. blogs, including corporate blogs, personal blogs and blogs hosted by media outlets (e.g. 'comments' or 'your say' features)
4. micro-blogging (e.g. Twitter)
5. wikis and online collaborations (e.g. Wikipedia)
6. forums, discussion boards and groups (e.g. Google groups, Whirlpool)
7. podcasting
8. instant messaging (e.g. SMS, Facebook Messenger and WhatsApp)
9. conferencing programs (e.g. Skype, Zoom, Teams and WhatsApp)

2. Professional use of Social Media – Guidelines at Work

We expect our Management Committee, employees, advocates, advocate associates, protégés and supporters of Capricorn Citizen Advocacy to adhere to the following rules and guidelines. As with any activity that we undertake, there is a time and place for social networking;

1. Employees and volunteers are reminded of their obligation to protect Capricorn Citizen Advocacy's confidentiality and intellectual property. Information provided to third parties without prior approval from Capricorn Citizen Advocacy will result in disciplinary action.
2. For employees, social networking using a personal or business mobile phone is prohibited during ordinary working hours other than:
 - a. During your meal or rest break (note the call must be contained within your break)
 - b. If you are approved to undertake such duties as part of your job description or through your usual work duties
 - c. Before and after work
3. Social networking by employees using a Capricorn Citizen Advocacy's computer or laptop or any other computer-like device is not permitted, other than where you are approved to undertake such duties as part of your job description or usual work duties;
4. Capricorn Citizen Advocacy retains the right to request any person associated with the organisation to remove any inappropriate material in respect to us from a social media or other internet site.
5. Any serious breach of this policy by employees will be treated as a serious matter and may result in disciplinary action including termination of employment;
6. Other disciplinary action that may be taken regarding breaches by employees and volunteers includes, but is not limited to, issuing a formal warning, directing people to attend mandatory training and/or permanently or temporarily denying access to part of Capricorn Citizen Advocacy's computer network.

3. Personal use of Social Media

1. Capricorn Citizen Advocacy recognises that people connected to our program may wish to use social media in their personal lives. Employees and volunteers are free to publish or comment via social media in accordance with this policy. This policy does not intend to discourage nor unduly limit your personal expression or online activities.
2. There is however, potential for damage to be caused to Capricorn Citizen Advocacy in certain circumstances via your personal use of social media, when you can be identified as being associated with our program. Always ensure that this risk is minimised.
3. Publication and commentary on social media carries similar obligations to any other kind of publication or commentary. You are personally responsible for the content you publish in a personal or professional capacity on any form of social media. Read twice, send once.

If your comments or profile can identify you as an employee, volunteer or a member of the Management Committee of Capricorn Citizen Advocacy:

You must

1. Always act in the best interests of Capricorn Citizen Advocacy;
2. Only disclose and discuss publicly available information;
3. Ensure that all content published is accurate and not misleading and complies with all relevant Policies and Procedures;
4. Expressly state on all postings (identifying you as a Capricorn Citizen Advocacy employee) the stated views are your own and are not those of our program;
5. Be polite and respectful to all people you interact with;
6. 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 or policies. Err on the side of caution.

You must not

1. 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;
2. imply you are authorised to speak as a representative of Capricorn Citizen Advocacy, nor give the impression that the views you express are those of our program;
3. use or disclose any confidential information obtained in your capacity as an employee of Capricorn Citizen Advocacy;
4. use Capricorn Citizen Advocacy's email address or any other logo or insignia that may give the impression of official support or endorsement of your personal comment;
5. use or disclose any confidential information or personal information obtained in your capacity as an employee of Capricorn Citizen Advocacy during or after your employment;
6. post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee or volunteer;
7. make any comment or post any material that might otherwise cause damage to Capricorn Citizen Advocacy's reputation or bring it into disrepute.

4. Some Helpful Tips on Posting

Confidentiality

1. It's perfectly acceptable to talk generally about work, life and experiences with the community, but the publication of confidential information regarding any person associated with our program or gained as part of your involvement is strictly prohibited. Confidential information includes, but is not limited to medical, financial or highly personal information of any kind such as contact details, or anything else that may cause harm or embarrassment to another person.
2. Advocates are encouraged to consider carefully the privacy of advocates and protégés if posting photos to the internet and use their first names only. The addresses of all protégés must remain confidential. Advocates must be aware of and avoid possible inadvertent disclosures in the use of social media. For example: if an advocate was to take a photo on Instagram of their protégé at their house and turned Geo Tagging ON, this will show the address of the protégé.
3. Always be aware that while communication through social media networks is a personal matter, this is not the same as it being private. Conversations inside networks can be found through search engines. Even if only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it visible to a wider audience. Conversations within social media networks therefore should be considered public rather than private. Use the privacy settings which allow general information to be accessible whilst other settings restrict information access and third party postings.
4. Capricorn Citizen Advocacy will seek written consent from protégés and advocates for the use of their photographs, videos and stories before using these. See [4.1.0.2 Communications Consent Form](#).

Posts on Social Networking Sites

1. Positive comments will generally be responded to with a thank you message.
2. If a comment is negative but not offensive, it will be responded to with a message acknowledging the comment and that it will be considered for service improvement. If the person making the comment is associated with Capricorn Citizen Advocacy, consideration will be given to following up on the issue with the person.
3. If a comment is offensive or otherwise inappropriate (eg. unsolicited advertisement, spam), it will be deleted immediately. If a poster continues to post inappropriate content, they will be banned or blocked to prevent them from posting again.
4. Comments on Facebook will be reviewed and handled within a reasonable amount of time.

Making the most of Social Media

1. Be honest, do not blog anonymously. Capricorn Citizen Advocacy believes in transparency and honesty. Use your real name, be clear who you are, and identify how you are connected to us if posting any information that is in any way related to our program;

2. Respect our protégés, advocates, advocate associates, other volunteers, staff and the general community;
3. Information that conflicts with our website must not be posted on social media.
4. The public has diverse customs, values and points of view. Ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity or any other generally or culturally unacceptable comment must not in any way be associated with our program.
5. The best way to be interesting, avoid embarrassment and have fun, is to keep postings to topics of knowledge.
6. Good quality content is very important. Web material of any kind should be well written and where appropriate, well designed to capture the interest of readers.
7. Remember publishing can have devastating consequences if postings are not carefully considered and managed. The time to edit or reflect must be self-imposed. If you are in doubt over a post, look at it again before publishing it, or ask someone else to look at it first.
8. Capricorn Citizen Advocacy's current policies on privacy, confidentiality, social media and its Social Media User Agreement will be uploaded on to its Facebook page.

Related Documents

- | | |
|----------------------|---|
| 1. Policy 1.1.5 | Code of Conduct – Committee of Management |
| 2. Policy 1.4.2 | Website Terms of Use |
| 3. Procedure 1.4.3.1 | Social Media User Agreement |
| 4. Procedure 4.1.0.2 | Communications Consent Form. |
| 5. Policy 6.0.0 | Code of Conduct – Staff and Volunteers |
| 6. Policy 6.3.0 | Staff Recruitment and Employment Policy |
| 7. Policy 6.6.0 | Staff Training Policy |

References

- Privacy Act 1988 (Cth) and Privacy Principles
- Copyright Act (1968) (Cth)
- Defamation Act 2005 (Qld)

We gratefully acknowledge the valuable contributions of Citizen Advocacy Perth West and Queensland Advocacy Incorporated to this policy.

Ratification

This policy was adopted by Capricorn Citizen Advocacy's Management Committee at its meeting held on 27 / 10 / 2020.

SIGNED:

.....
President

27 / 10 / 2020
.....
(Date)

SIGNED:

.....
Secretary

27 / 10 / 2020
.....
(Date)