

Social Media Policy

Version 1

Approval Date: <Enter Date>

Review Date: <Enter Date>

**SOCIAL MEDIA POLICY**

***This document is provided as a sample only and does not substitute legal advice. Extracted from Volunteering Victoria Volunteer Management Toolkit.***

1. **PURPOSE**

<Your organisation> is committed to keeping everyone associated with the organisation informed about the organisation matters and to provide up-to-date details of forthcoming events, etc. To achieve this <your organisation> has developed a private Facebook (or other source) page. This page is to be used for the above purpose only and is not a mechanism for members to hold discussions or for members to post comments.

1. **POLICY**

* <Your organisation> will attempt to keep its Facebook (or other source) current and informative as a service to members.
* <Your organisation> will from time to time, use the Facebook page to present members with sponsor information and special deals.
* <Your organisation> will nominate a responsible person to manage the private page who will not enter into any discussion using the Organisation page. Any discussions or postings are to be conducted outside of the <your organisation> page.
* The nominated person will be required to report any inappropriate use of the Facebook page to the Committee.
* The nominated administrator will also have the right to block access to any person who misuses the page.

1. **PERSONAL USE OF SOCIAL MEDIA**

<Your organisation> encourages staff/volunteers to engage in social media at a level they feel comfortable with. This policy does not aim to discourage a person from using social media, however you are responsible for the content that you publish in a personal capacity on any form of social media. Staff/volunteers are advised to approach online worlds in the same way as you do the physical one.

When using social media you must not:

* + Disclose confidential <your organisation> information.
  + Disclose internal <your organisation> discussions or decisions.
  + Imply that you are authorised to speak on behalf of <your organisation>.
  + Be clear not to represent <your organisation>when sharing personal opinions.
  + Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racists, sexist, infringes copyright or is otherwise unlawful.
  + Make any disparaging comment or post that may case reputational damage to <your organisation>.
  + Use any <your organisation>logos.
  + Publish any content for personal reward or endorsement on behalf of <your organisation>.

Tips which may help staff be smart on social media include:

* + The internet never forgets.
  + Nothing is ever truly private.
  + Assume your personal life and professional life will merge online regardless of your care in separating them.
  + Own up to mistakes.

1. **PRIVACY AND CONFIDENTIALITY**

Social media users should respect the privacy of community members and not publish their details on social media without permission or consent. Users will not publish or report on conversations or information that is deemed confidential or commercial in confidence. It is also suggested that users should also monitor social media for <your organisation> on public channels for the publication of potentially private or confidential information.

Social media users will not publish material that may cause injury to another person’s, organisation’s, association’s or company's reputation, and should seek further guidance from the <your organisation>or their volunteer supervisor.

Before publishing content with private information or a person’s image, permission must be first sought. The person whose information or image is being shared has the ability to at any time ask for the contents removal. The content must be removed as soon as practicable.

1. **COPYRIGHT**

Respect copyright, privacy and other applicable laws when publishing on social media platforms. Social media users will attribute work to the original author/source wherever possible.

1. **COMPLAINTS PROCEDURE**

Any person identified to be using the <your organisation> Facebook page inappropriately or for purposes other than those it was established for will be blocked from the site, reported to the Committee and dependent on the severity of the offence, will receive disciplinary action. Note that there is zero tolerance for any comments, images etc which are deemed to be offensive, threatening, obscene, or discriminatory.

Any person who has a concern about the contents of the <your organisation> page is required to email <your contact>.

The <your organisation> Committee reserves the right to close down the social media page without notice if members do not adhere to the rules of use.

The <your organisation> Committee reserves the right to dismiss the nominated administrator if it is considered that this person is not acting in accordance with the rule.