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# SOCIAL MEDIA POLICY

# TEMPLATE

**1. Purpose**

[ORGANISATION] may choose to engage in social media such as:

* Twitter
* Facebook
* YouTube/Vimeo

[ORGANISATION]] seeks to share information with its members and stakeholders using social media.

At the same time:

* Social media posts should be in keeping with the image that [ORGANISATION] wishes to present to the public, and posts and comments made through its social media channels should not damage the organisation’s reputation in any way.
* Social media posts of a First Nations organisation need to be monitored to ensure that commenting does not include racist or hate speech or lateral violence.

## 2. Policy

[ORGANISATION]’s social media use shall be consistent with the following core values:

* **Integrity**: [ORGANISATION] 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 Policy.
* **Professionalism**: [ORGANISATION]’s social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff may, from time to time and as appropriate, post on behalf of [ORGANISATION] using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
* **Information Sharing**: [ORGANISATION] encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

**2.1 Posting**

Only staff designated by the CEO may post to the [ORGANISATIONS]’s social media.

Where the functionality is available, the social media platform will be configured so that only [ORGANISATION] staff may post to the platform, although non [ORGANISATION] persons may comment on postings or share postings.

Indigenous Cultural and Intellectual Property rights of First Nations peoples are to be acknowledged in postings where applicable.

Before social media posts are made, designated staff are to use the following questions as a tool for deciding on whether a post should be made:

* Is the information culturally appropriate and appropriate to protocols in the case of deceased content?
* Is the information being posted, or reposted, likely to be of interest to [ORGANISATION]’s members and stakeholders?
* Is the information in keeping with the interests of the organisation and its constituted aims?
* Could the post be construed as an attack on another individual, organisation or project?
* Would [ORGANISATION’s funders and donors be happy to read the post?
* If there is a link attached to the post, does the link work, and is it an appropriate source?
* If reposting information, is the original poster an individual or organisation that [ORGANISATION] would be happy to associate itself with?
* Are the tone and the content of the post in keeping with other posts made by [ORGANISATION]? Does it maintain the organisation’s overall tone?

**2.2 Moderating**

The reputation of [ORGANISATION] is first and foremost, and this involves maintaining a safe and friendly environment for its members.

Where the [ORGANISATION] social media platform(s) is hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively comments will need to moderated in the following situations:

* Excessive or inappropriate use of swearing.
* Defamatory, slanderous or aggressive attacks on [ORGANISATION] other individuals, organisations, projects or public figures.
* Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license.
* Breach of data protection or privacy laws.
* Repetitive advertisements.
* Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once the post is to be removed as soon as possible.

If a poster continues to post inappropriate content, or if the post can be considered spam:

* The post is to be removed as soon as possible.
* The poster is to banned or blocked.

Banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content.

The decision to block, ban and remove posts ultimately lies with the CEO, but may, at their discretion, be delegated to responsible staff and volunteers.

## Associated Policies

* Communications Policy
* Copyright Policy
* Indigenous Cultural and Intellectual Property Policy

## Authorisation

<Signature of Board Chair>  
<Signature of Manager>  
<Date of approval by the Board>  
<Name of Organisation>