



SOCIAL MEDIA POLICY

Purpose

To provide guidance to staff (including employees, directors, contractors and volunteers) on:

- online participation on behalf of First Nations Media Australia; and
- the relationship between personal social media use and their responsibilities under the First Nations Media Australia Code of Conduct.

Background

Social media is how organisations and individuals communicate today with wide audiences and is a valuable tool for First Nations Media Australia. Social media can blur the line in presenting ourselves in our personal and work lives.

Definition

Social media is online communication, and includes:

- Social networking sites, e.g., Facebook, LinkedIn
- Video and photo sharing websites – e.g., YouTube, Vimeo, Instagram, Flickr
- Blogs including corporate blogs and personal blogs
- Micro blogging, e.g, Twitter
- Wikis and online collaborations
- Forums, discussion boards
- VOD and podcasting, e.g., SoundCloud
- Online multiplayer gaming platforms
- Geo-spatial tagging, e.g., Facebook check-in, Foursquare.

Applying First Nations Media Australia's social media profile

First Nations Media Australia (and its associated projects) have social media profiles in the following:

- Websites
- Facebook, Twitter, YouTube, Flickr, Google, Soundcloud, Instagram

Staff are to be mindful of the following when communicating online and in social media on behalf of First Nations Media Australia:

- Interactions need to take place in accordance with the Code of Conduct; ie., act with care and diligence, treat everyone with respect and courtesy
- Interactions need to take place in accordance with the Copyright and Intellectual Property policy, i.e., no distribution of third party material without permission of the creator

Staff should also identify themselves by name (e.g., Daniel Featherstone on behalf of First Nations Media Australia) when having an online interaction on behalf of First Nations Media Australia (e.g., facebook messaging).

Personal social media use

In making public comment in a private capacity, you need to be aware that the First Nations Media Australia Code of Conduct requires employees to 'at all times behave in a way that upholds the values, integrity and good reputation of the organisation'.

While First Nations Media Australia employees have the right to make public comment and to enter into public debate in their personal capacity, it is important to ensure that First Nations Media Australia is not brought into disrepute. Individuals should consider how their public comment will be perceived by the community.

Further advice and guidance

Staff are encouraged to discuss with their manager and seek guidance where required in applying this policy.

Version	Date adopted/revised	Endorsement/Description of change
1.	21/3/2016	General Manager Daniel Featherstone
	8/5/19	Endorsed by First Nations Media Australia Board