Nepean Community & Neighbourhood Services
Social Media Policy

Code: GA.13

Cross References:
SD.01: Privacy and Confidentiality, SD.02: Child Protection, SD.04: Short Complaints, GP.06: Code of Conduct, GO.14: Code of Ethics, EM.07: Disciplinary, SD.08: Anti-Discrimination, SD.10: Supply of Safe Sex Products, SD.13 Disclosures of Abuse, Sexual Assault or Neglect, OH.08: Using Computers and Eye Strain, GA.03: Mobile Phone, GA.09: Responsible Use of Technology

Background

Social media is an avenue that allows open channels of communication in an online format, offering the opportunity to engage with the community, provide information, and perform consultation. Comments published via this avenue are open to the public, and should be treated just as if the comments were being published in the newspaper, made on TV, or directly to members of our community. As such, this policy provides guidelines to manage risks associated with the use of social media.

NCNS encourages staff to use social media technologies to enhance communication, collaboration and information exchange to support NCNS' purpose, in allocated work times only as negotiated with your team leader

The use of social media technology follows the same standards of professional practice, conduct and privacy associated with all other staff activities.

What is social media?

Social media is any content created and shared using highly accessible publishing technologies. It comprises of relatively inexpensive and accessible tools that enable anyone to publish or access information.

Social media may include (but is not limited to):

- Social networking sites (SNS) (eg Facebook, MySpace, LinkedIn, Bebo, Yammer)
- Video and photo sharing websites (eg Flickr, YouTube)
- Blogs, including corporate blogs and personal blogs
- Blogs hosted by media outlets (eg 'comments' or 'your say' feature on www.theage.com.au etc)
- Micro-blogging (eg Twitter)

- Wikis and online collaborations (eg Wikipedia)
- Forums, discussion boards and groups (eg Google groups, Whirlpool)
- Vod and podcasting
- Instant messaging and emailing (including SMS)

Scope of Policy

This policy outlines all expectations and responsibilities of NCNS staff around the use of social media whilst in the employ of NCNS.

The term Staff includes full time, part time, casual, and volunteer positions as well as students on placements.

Individual Work Profile v's Personal Profile v's NCNS Business Profile

Workers may be allocated an Individual Work Profile to use when representing NCNS on social media platforms. This is entirely separate from a worker's own personal profile, and also separate from the NCNS Business Profile.

- The **NCNS Business Profile** is the profile created to represent NCNS as an organisation. For example, on Facebook, the NCNS Business Profile is www.facebook.com/nepeancommunity.
- An **Individual Work Profile** is created for each project, as deemed necessary by the General Manager and Team Leaders, and represents a project within the NCNS organisation. For example, on Facebook, the Glenmore Park Community Development project profile is www.facebook.com/Glenmorepark.Communitydevelopment. This profile is used by projects to comment and post on the NCNS Business page.
- A **Personal Profile** is created by a staff member for their own personal use, outside of work hours, except for breaks and lunch as per the Responsible Use of Technology policy (GA.09) and Mobile Phone policy (GA.03) – and must not be used for work purposes, or to represent NCNS in any way. For example, Joe Smith would have his own profile on Facebook www.facebook.com/joesmith.

Policy Purpose

This policy has been developed to ensure employees understand their responsibilities and obligations when participating on social networking sites (SNS). It provides general guidance regarding acceptable use of SNS by employees who are engaged in social networking as part of their job.

Exclusion of Policy

This policy does not apply to employees' personal use of SNS, where the employee makes no reference to NCNS and absolutely no inference could be made that the employee is associated with NCNS.

Approved Participation

Before representing NCNS on any SNS, you must be authorised to do so. You will require approval from:

- General Manager;
- Team Leader.

Authorised Accounts

Employees using authorised accounts acknowledge that:

- All authorised SNS accounts, usernames, passwords, connections and posts made on behalf of NCNS, belong to NCNS;
- They will not change the username and passwords or any authorised accounts after providing them to the General Manager;
- They will not disclose the username and password for any authorised accounts.

Rules of Participation

When participating on SNS on behalf of NCNS, you must:

- Use SNS for the sole purpose of benefitting the organisation;
- Disclose that you are an employee of NCNS and clearly define your accountabilities;
- Use correct grammar and spelling as far as practical and relevant;
- Not engage in any conduct which could breach any other NCNS policy (refer to Code of Ethics and Code of Conduct).

General Rules for Posting

When posting, employees must:

- Be polite and respectful of individuals and communities with which you interact;
- Respect copyright, privacy, intellectual property, financial disclosure and other applicable laws;
- Ensure you do not post material that is threatening, obscene, sexually explicit, defamatory, harassing, discriminatory, or hateful to another person or entity, including NCNS, its employees, contractors, partners and/or other related organisations;
- Ensure any content being published complies with relevant policies, particularly those relating to confidentiality and disclosure;
- Ensure you have taken reasonable steps to ensure information is accurate, and not misleading;
- Post only in allocated work time as negotiated with your team leader

Moderation

NCNS encourage and welcome comments and posts on our SNS, however, will act to ensure that all content carried on NCNS' social media platforms is appropriate and act to remove any inappropriate content.

Inappropriate content includes postings that:

- contain abusive, obscene, indecent or offensive language;
- are defamatory, abusive, harassing or hateful and capable of damaging the reputation of a person or organisation;
- constitute spam, unauthorised advertising or that solicits;
- invade anyone's privacy or impersonates anyone;
- encourages conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any law;
- appears to contain irrelevant or excessive links or appears to contain code;
- includes inappropriate user names that are vulgar or offensive;
- you do not have the necessary rights, licences and consents to post (for example, material covered by copyright law).

The Online Communities worker is responsible for monitoring posts and content from external and internal sources appearing on NCNS' Facebook and other social networking sites, and for removing or editing offensive or questionable material.

The Online Communities worker and other administrators are responsible to check the NCNS SNS every working day to ensure that no inappropriate comments are posted on a 'wall' or written in a 'discussion' string.

Upon discovery of inappropriate content, the Online Communities worker will follow the Posting Response Assessment flowchart, at the end of this document, to determine the most appropriate course of action. If unable to make a determination, the Online Communities worker will notify the General Manager and/or Team Leader for guidance.

NCNS will ensure users of NCNS' social media platforms are notified of the conditions of use and what action will be taken to moderate and remove content as necessary.

NCNS will post the terms and conditions detailed below on all NCNS social media platforms, including Facebook.

Online Communities worker is responsible for ensuring the terms and conditions below are posted on NCNS' relevant social media pages.

Terms and conditions

NCNS welcomes your feedback and encourages you to post comments, suggestions and questions on [list social media platform that this policy is being posted on]. NCNS has a moderation policy to protect all users of our social media presences.

NCNS reserves the right to reproduce, publish and use any and all parts of any comments, suggestions, photos and questions posted on our social media presences in any way it sees fit.

You should not post any material that a reasonable person would consider:

- Includes any abusive, obscene, indecent or offensive language;
- Is defamatory, abusive, harassing or hateful and capable of damaging the reputation of a person or organisation;
- Constitutes spam, unauthorised advertising or solicits;
- Invades anyone's privacy or impersonates anyone;
- Encourages conduct that may or would constitute a criminal offence or give rise to civil liability, or that otherwise violates any law;
- Appears to contain irrelevant or excessive links or appears to contain code;
- Includes inappropriate user names that are vulgar or offensive;
- You should not post content that you do not have the necessary rights, licences and consents to post (for example, material covered by copyright law).

Posts on NCNS' social media sites will not be moderated before they appear. If NCNS becomes aware of a post that breaches NCNS' moderation policy, we may remove it.

Notwithstanding any moderation, NCNS cannot be held responsible for the comments posted on its social media presences. No reliance should be placed on any comments. NCNS does not endorse, approve or promote any comments appearing on its social media presences, nor the authors thereof.

Where NCNS removes content that is in breach of this Moderation Policy, the user will be informed by email. Continual breaches of this moderation policy may result in users being banned from the site.

Confidential Information

Authorised users must:

- Ensure you are not the first to make any announcements on behalf of NCNS, unless you are specially authorised to do so;
- Only disclose publicly available information;
- Not comment on or disclose confidential information (such as information pertaining to organisation financials, future business performance/plans or staff information);
- Ensure that any posts are in accordance with NCNS' position on a particular issue;
- Not give private information through social media

Breach of Policy

Failure to comply with the policy may lead to disciplinary action and if the breach is serious enough, dismissal from your position with NCNS in accordance with the Disciplinary Policy (Code EM.07) and your contract of employment.

Continuous Improvement of Social Media

Using social media applications is still relatively new to NCNS. We are committed to using online media as ethically and effectively as possible to offer great service provision to the community and see them supported. In order to do so, NCNS reserves the right to amend this policy as our attitude to involvement changes or modifies over time.

Facebook

NCNS has one Facebook Business page (facebook.com/NepeanCommunity). This page targets our local community members, our networks and other services, providing information about NCNS and our programs and events, creating conversation and encouraging engagement.

Each Project within NCNS will have an Individual Work profile on Facebook (eg Glenmore Park Community Development, Kingswood Park Community Development etc). That account is created using an email address that is specifically created for the Facebook accounts.

Using the NCNS Profile

Access to the Individual Work profile will be only during your regular working hours at NCNS, unless there are extenuating circumstances (which must be reported as soon as possible and will be evaluated at the next Policy Sub-Committee meeting), or agreed with your manager.

When posting a response as the Individual Work profile, you must identify yourself and your position in the organisation. Ensure that any response or posting reflects NCNS position.

Scope of Activity

NCNS workers are encouraged to:

- Post information on the wall feed;
- Respond to any messages or communication that members of the community initiate, and continue an ethical dialogue, ensuring that all ethical commitments and duty of care are upheld.

NCNS Online Communities worker is required to:

- Post information on the wall feed at least three times per week;
- Ensure postings are appropriate;
- Post items in keeping with the posting plan (refer to …) as well as topical, relevant issues as they arise;
- Moderate comments on the NCNS Facebook page, following the moderation process;
- Respond to any messages or communication that members of the community initiate, and continue an ethical dialogue, ensuring that all ethical commitments and duty of care are upheld.

Ethical and Duty of Care Procedures

NCNS workers who post or communicate with members of the community must:

- Never post from their Personal profile, but only the Individual Work profile;
- Keep a record of any inappropriate comments or material posted by members and before deleting the post, inform the member that the information will be recorded;
- Uphold client confidentiality;
- Not 'trawl' news feeds or profiles looking for information on individuals, or other similar behaviour;
- Ensure that correct permission is gained before posting images or videos of community members;
- Not communicate with clients using their Personal profile.

Posting or commenting on other Facebook pages or profiles

NCNS workers that are posting or commenting on other Facebook pages or profiles must:

- Not indicate that they are posting on behalf of NCNS – expressly state that stated views are personal and not representative of NCNS;
- Not use or disclose any confidential information or personal information obtained in their capacity as an employee of NCNS.

YouTube

NCNS has a YouTube channel, in which videos celebrating achievements and events are posted by authorised members of staff. The YouTube channel is aimed at members of the community as well as other community organisations and members of our networks. The YouTube channel is Nepean Community & Neighbourhood Services.

Using the NCNS Business Profile on YouTube

Access to the NCNS Business profile will be only during your regular working hours at NCNS, unless there are extenuating circumstances (which must be reported as soon as possible and will be evaluated at the next Policy Sub-Committee meeting), or agreed with your manager.

Scope of Activity

NCNS workers are encouraged to:

- Post videos from NCNS events;
- Accept subscription requests from users (or potential users) of NCNS;
- Monitor comment feeds.

NCNS Online Communities worker is required to:

- Monitor and moderate the comment feeds, as per the moderation process.

Ethical and Duty of Care Procedures

NCNS workers who post media must:

- Only post videos after gaining permission from relevant members of the community;
- Never post from their personal profile, but only the NCNS profile;
- Keep a record of any inappropriate comments or material posted by members and before deleting the post, inform the member that the information will be recorded;
- Always uphold client confidentiality.

Blogs, Forums, Discussion Boards and Groups

Profiles

To engage with members of the community and to raise the profile of NCNS, authorised staff members can create an Individual Work Profile to share information, knowledge and expertise.

Authorisation will be provided by:

- General Manager; and/or
- Team Leader.

Scope of Activity

Authorised NCNS workers are encouraged to:

- Share knowledge and expertise;
- Promote NCNS and other relevant services;
- Enhance knowledge/skills within the community.

Ethical and Duty of Care Procedures:

NCNS workers who post information must:

- Ensure you have taken reasonable steps to ensure information is accurate;
- Always disclose that you are an employee of NCNS and clearly define your accountabilities;
- Moderate any posted comments in accordance with the moderation policy;
- Keep a record of any inappropriate comments or material posted by members and before deleting the post, inform the member that the information will be recorded;
- Always uphold client confidentiality.

POSTING RESPONSE ASSESSMENT

Does the post breach terms of use?

NO → **NO ACTION**

YES ↓

RECORD THE POST (PRINT SCREEN)

↓ ↓

Assess the post – is it urgent?
(ie a legal or safety issue?)

Removal not required → **NO ACTION**

YES ↓

Contact the user urgently by whatever means, eg chat, email

NO ↓

Remove the post from site if possible/suitable

↓

Assess threat/risk involved with action/non action. Seek guidance if needed from General Manager/Team Leader.

↓

Inform user post has been removed and why. Invite them to repost.

↓

Take action as determined by assessment.

↓

Record Response
Include date and time of response and the response, with original post screenshot.

OR

↓

Respond Appropriately
Consider transparency, rapport, consistency, timeliness, openness and tone