

POLICY NAME:	Social Media Policy_May 2018
RELATED POLICIES:	Code of Conduct; Communications & Media Policy
ADOPTION DATE:	15 May 2018
PROCEDURE OWNER:	SCA WA General Manager

PURPOSE

This policy guides the suitable use of social media, and how this tool is used on behalf of Strata Community Association WA Incorporated (SCA WA) for the achievement of corporate/ strategic objectives. It also specifies what constitutes unauthorised/ inappropriate use, and explains what is expected of staff, committee members and the Board in relation to using social media, in order to both promote and protect the reputation and legitimate interests of SCA WA.

SCOPE

This policy applies to all members of staff, committee members and Board members, including use by the President, General Manager, authorised staff, temporary staff and contractors. This applies to digital media such as Facebook, LinkedIn, Twitter, and any other social media platforms that may evolve in the future.

APPLICABILITY

Matters relating to appropriate and reasonable use by staff, committee members and the Board of social media at work are covered by the IT Use of Computer Facilities Internet and Email Policy. Parameters surrounding authorised spokespersons on behalf of SCA WA are as follows:

All communication with the media is managed by the General Manager and/or the President. No other party is permitted to make any official statements on behalf of SCA WA unless specifically authorised to do so by the General Manager or the Board. This policy also covers personal use of social media only insofar as it seeks to prevent possible reputational damage to SCA WA through criticism of SCA WA or the leaking of information that might cause harm to the association or to the reputation of staff, including contractors.

GUIDELINES

Key principles:

- Social media will be used as a communication and promotional tool and to facilitate professional development, online collaboration, and promote SCA WA's brand, as guided by other key SCA WA strategies and plans.
- The posting of information on social media platforms on behalf of SCA WA will be performed by authorised persons, namely the President, the General Manager and other officers or staff as authorised by the aforementioned personnel or the Board.
- Information disseminated through social media will be appropriate, accurate and aligned with Board strategies, policies and decisions.

- Use of social media will always be guided by key corporate strategies and objectives, as prescribed by the Strategic Plan and Position Paper.
- Private information will be protected and copyright, privacy and other applicable laws will be taken into account when interacting with social media.
- In developing, posting and responding to content; staff and other authorised persons will uphold the values of SCA WA by acting with honesty, integrity, courtesy and professionalism.
- All employees, Board and committee members are responsible for being familiar with this policy.
- Present a consistent and professional image of SCA WA.

Reasons for use

The use of social media by the authorised persons on behalf of SCA WA is for the following purposes, many of which are inter-linked and mutually supporting:

- Promotion - to raise awareness of SCA WA, its activities, events and objectives;
- Participation - to maximise the members and broader community engagement with the development and implementation of events, key policies and projects;
- Connection - to capture and share the key objectives of SCA WA through the dissemination of appropriate links, images and narrative relevant to members and the broader community, generated by authorised persons.

Operating parameters

- All posts need to be created in accordance with relevant legislation, recognising intellectual property rights (acknowledging the source of non-original content) and in keeping with the SCA WA Code of Conduct.
- Authorised persons posting on behalf of SCA WA will conduct themselves professionally, in full recognition that they are representing SCA WA in all public communication.
- A clear distinction must be drawn and maintained between when authorised officers are posting on behalf of SCA WA and when they are doing so in their own personal capacity.
- All posted content must be timely, relevant, in keeping with key corporate strategies and objectives, and in compliance with legislation.
- SCA WA reserves the right to remove any material, offensive or otherwise, posted onto its social media channels without explanation.
- Any errors made by officers of SCA WA on social media will be corrected as soon as is practicable. Posts requiring responses will be accessed by the relevant staff member and responded to within 72 hours.
- Elected officials and staff, including temporary employees and contractors, should not use personal social media accounts to leak sensitive information, criticise elected officials or other staff members, or do anything that a reasonable person may see to be damaging or defamatory.

Responsibilities/delegations

President

- As authorised media spokesperson on behalf of SCA WA, the President may make authorised comments on official SCA WA social media channels, so long as they are in the best interests of SCA WA and do not reflect the personal agenda, opinions or priorities of the President.

General Manager

- Overall management of content.
- Authorised user/editor/creator for the SCA WA Facebook and LinkedIn pages and any other social media platforms that may be utilised.
- Training in responsible use of social media and training for moderators.
- Strategy and implementation.
- Measurement and metrics.

Administration & Events Coordinator

- Authorised user for the SCA WA Facebook and LinkedIn pages and any other social media platforms that may be utilised, under the direction of the General Manager.
- Coordination of social media posts.
- Responding to comments left on social media platforms.

Content

- In developing, posting and responding to content, authorised officers WILL:
 - uphold the values of SCA WA by acting with honesty, integrity, courtesy and professionalism;
 - ensure that all relevant legislation has been complied with and that there is adherence to SCA WA's Code of Conduct, policies and procedures;
 - avoid political bias or political references of any kind;
 - act in a timely manner; and
 - take steps to avoid real or potential conflicts of interest.
- When developing or posting content, authorised officers must NOT:
 - use abusive, profane or sexually explicit language;
 - undertake commercial solicitations or transactions;
 - use copyright or ownership protected materials without appropriate approvals;
 - be discriminatory, defamatory, or encourage law breaking;
 - compromise Board, employee or system safety;
 - spam; or
 - air personal campaigns/grievances/opinions.
- SCA WA reserves the right to remove certain content such as illegal or offensive material.

Monitoring/moderating/responding

SCA WA will monitor social media content and exchanges daily and establish whether or not:

- comments need replies or removal;

- current content is factual, accurate and up-to-date;
- posts are relevant; or
- new information needs uploading.

The General Manager will make use of digital monitoring tools whenever available as part of their evaluation of social media activities, and will respond to feedback received via social media as and where appropriate.

Access

- Staff members who are authorised to post comments on behalf of SCA WA must do so from the administrative profiles set up for SCA WA.

Those accounts are:

- SCA WA Facebook
- SCA WA LinkedIn

Management

The use of social media will be conducted with consideration to the potential risk to SCA WA, although in general terms that risk is assessed as being relatively low. In case of adverse events, and specific risks, legal advice should be sought where appropriate.

In considering how to proceed, SCA WA will give detailed consideration as to:

- The protection of privacy and the confidentiality of SCA WA and member information.
- Preventing disclosure of corporate information outside that which is authorised or publicly available.
- How SCA WA's intellectual property and copyright will be protected.
- The terms of service for nominated social media sites.
- How SCA WA will respond to orchestrated campaigns by skilled social media users.

Penalties for breach of policy

Authorised users must comply fully with all other relevant policies (Code of Conduct and other legislation) at all times.

Upon receipt of a complaint, the Board will consider whether the policy has been breached and if so, the appropriate action to be taken.

Legal issues/liabilities

Social media can appear to blur private and public spheres but activities on social media websites should be considered public activities. Despite the availability of privacy functions on social media websites, the possibility exists for content to be shared beyond intended recipients. Additionally it should be noted that the terms and conditions of use for most social media sites state that all content becomes the property of the site on which it is posted. Online content is essentially permanent and should NEVER be considered private. Use of offensive, obscene or defamatory content may breach a number of Federal and State Laws. Staff will not post offensive, obscene or defamatory content.

Privacy/confidentiality

In using social media, staff, committee members and Board members will be cognisant of requirements under the Freedom of Information Act 1992 (Western Australia); State Records Act 2000 (Western Australia) and the Privacy Act 1988. Personal and sensitive information cannot be published without permission of the person to which that information belongs. Staff and elected members will not disclose confidential Board information, including but not limited to matters relating to closed meetings of Board.

Security risks

Authorised users will be cognisant of security risks to the Board through the use of social media and will comply with all relevant internal policies in relation to use of equipment. Authorised users will also give consideration to security risks in relation to content development and uploading.

LEGISLATION

- Defamation Act 2005 (Western Australia)
- Freedom of Information Act 1992 (Western Australia); State Records Act 2000 (Western Australia) and the Local Government Act WA (1995)
- Commonwealth Criminal Code Act 1995 - offences related to telecommunications for example Section 474.17 deals with using a carriage service to menace, harass or cause offence
- Privacy Act 1988

RELATED POLICIES AND DOCUMENTS

- Code of Conduct
- Communications & Media Policy