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Social media policy

This template policy is provided for guidance only. It is recommended that your shed adapt this policy to meet your specific needs. For further assistance please contact Men’s Sheds of WA at [admin@mensshedswa.org.au](mailto:admin@mensshedswa.org.au)

To replace ‘Name of Shed’ with your sheds name, use your mouse to click on the yellow highlighter text, the text will appear to be bound in a grey box. Type the name of your shed and then using the mouse click out of the content box. All ‘Name of Shed’ references throughout the document will change to your sheds name.

Click on the edge of this disclaimer box and use the back space or delete key to delete it.

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| --- | --- |
| Responsible person | Name Surname |
| Version | 1.0 |
| Date approved by Committee | Click here to enter a date. |
| Scheduled review date | Click here to enter a date. |

Introduction

[Name of Shed] is committed to ensuring that all social media activities are carried out in an ethical and appropriate manner, as laid out in the Code of Conduct.

This policy applies to the Committee, casual, permanent and contract staff and volunteers (representatives).

This Social Media Policy outlines [Name of Shed] expectations of representatives when using social media or making public comments online.

[Name of Shed] embraces the use of social media for the promotion, development and delivery of the shed’s objectives. It is committed to ensuring that social media engagement is lawful, professional and respectful.

# Purpose

Social media is an important tool that [Name of Shed] uses to publicise its operations and engage with the WA community and beyond.

The purpose of this policy is to encourage representatives to generate appropriate social media content in connection with the shed’s Vision, Mission and Values.

This policy sets expectations and protocols that posts made through social media channels do not damage the reputation of [Name of Shed], its members and the men’s shed movement.

# Scope

This policy applies to:

* Employees
* Directors
* Officers
* the sheds management committee members
* Contractors (including employees of contractors)
* Volunteers
* Members

Social media includes, but is not limited to, engagement on:

1. Twitter
2. Facebook
3. Instagram
4. Pinterest
5. Google+
6. Blogs
7. YouTube/Vimeo
8. iTunes/Podcasting
9. Snapchat
10. TikTok
11. Reddit
12. LinkedIn
13. Online chat forums/tools (e.g., WhatsApp, Messenger, WeChat, Viber)
14. and any other new forms of social media that may emerge.

# Values

[Name of Shed] social media use shall be consistent with the following core values:

Insert Core Values

# Policy

All posts that relate to [Name of Shed] must meet content guidelines for use of social media. This includes:

1. posts on or connected with the shed’s social media accounts (Professional Social Media Use) and
2. posts on representatives own social media accounts (Personal Social Media Use).

## Professional Social Media Use

The Chair may approve an individual to post on [Name of Shed] social media accounts (Approved Poster). In determining who should be an Approved Poster, the Chair may consider:

1. the extent of control [Name of Shed] has over the individual
2. whether the individual has the appropriate communication skills
3. what understanding the individual has of the risks of social media use
4. current and former responsibilities and how the individual performed in those roles

Only Approved Posters should have access to social media account passwords and logins.

The shed commits to keep records of Approved Posters and review the appropriateness of approvals on an annual basis.

## Personal Social Media Use

Subject to this Policy, members should seek prior approval from the Chair or Approved Poster before engaging in Personal and/or Professional Social Media Use about or connected with [Name of Shed] save for promoting or supporting the shed’s activities.

Members that are not Approved Posters may engage in Personal and/or Professional Social Media Use about or connected to the shed without prior approval from the Chair provided that the use complies with this Social Media Policy, Content Guidelines and Procedure.

# Content guidelines

[Name of Shed] respects the right of representatives to participate in political advocacy and community activities.

Representatives should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. [Name of Shed] expects representatives to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.

When engaging in Professional Social Media Use, [Name of Shed] expects that representatives will:

1. be professional and respectful
2. promote the best interests of the shed
3. not include misleading or deceptive statements or inferences
4. refrain from inappropriate swearing
5. only include intellectual property (such as photos, videos and quotes) that the shed has permission to use or that do not require permission to use
6. comply with [Name of Shed] Privacy Policy.

When engaging in Personal and/or Professional Social Media Use, representatives must also ensure that they:

1. don't use a shed email address to register personal social media accounts
2. refrain from conduct that has the potential to damage the shed’s reputation
3. don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other representatives, clients or stakeholders of [Name of Shed]
4. don't make comments that are, or could be perceived to:
5. be made on behalf of the shed, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedure
6. compromise the representative’s capacity to fulfil duties in an impartial and unbiased manner
7. are mindful that their behaviour is bound by [Name of Shed] Policies, Procedures and Code of Conduct, even outside work hours (e.g., comments made on social media about a colleague)
8. make clear that any views expressed in Personal Social Media use are their own and not those of [Name of Shed] (However, this will not necessarily protect them from breaching the Policy).

# Responsibilities

The Chair shall nominate a social media manager to co-ordinate the shed’s social media.

Representatives may post or comment on the activities of the shed, and where appropriate/authorised, post on behalf of the shed using the shed’s online social media profiles. Unless a representative is promoting or supporting the activities of the shed, this should only be done only with the express knowledge and authorisation of the Chair or approved representative.

The Chair, working with the social media manager, has the responsibility for overseeing the shed’s Social Media Strategy. Their role includes:

1. Determining which social media platforms are most appropriate for the shed to engage in and policing those boundaries.
2. Ensuring that all posts are in keeping with [Name of Shed] mission, core values, and policies.
3. Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content), and to minimise the risk of a repeat incident.
4. Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post.
5. Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.
6. Developing a strategy for expanding our social media footprint over time.

# Breaches

If a representative breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including the termination of their membership.

# Legislation & Industrial Instruments

• Copyright Act 1968 (Cth)

• Privacy Act 1988 (Cth)

• Defamation Act (state and territory specific)

This policy & procedure is not intended to override any industrial instrument, contract, award or legislation.

Social Media Procedures

## Posting to social media

Before social media posts are made, volunteers and staff should ask themselves the following questions:

* 1. Is the information I am posting, or reposting, likely to be of interest to the shed’s members and stakeholders?
  2. Is the information factual and true? Does it emanate from a reliable source?
  3. Is the information in keeping with the interests of the shed and in line with the shed’s mission, work, and core values?
  4. Could the post be construed as an attack on another individual, shed or project?
  5. Would [Name of Shed] supporters (including donors) be happy to read the post?
  6. If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
  7. If reposting information, is the original poster an individual or organisation that [Name of Shed] would be happy to associate itself with?
  8. Is the tone and the content of the post in keeping with other posts made by the shed? Does it maintain the shed's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Chair, social media manager or Approved Poster.

## Damage limitation

In the event of a damaging or misleading post being made, the Chair should be notified as soon as possible, and the following actions should occur:

1. The offending post should be removed.
2. Where necessary, an apology should be issued, either publicly or to the individual or organisation involved.
3. The origin of the offending post should be explored, and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the shed’s reputation, revert to the Media Relations Policy and the [Institute of Community Directors Australia (ICDA) help sheet: What to do in a Media Crisis](https://communitydirectors.com.au/help-sheets/what-to-do-in-a-media-crisis).

## Moderating social media

[Name of Shed] is committed to protecting its reputation and maintaining a safe and friendly environment for its Workers and members.

Social media forums may be hijacked by trolls or spammers or attract people who attack other posters or the shed aggressively. To maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts breach the Content Guidelines in the Policy, users may be subject to disciplinary action.

If a post that breaches Content Guidelines appears only once:

1. Remove the post as soon as possible.
2. If possible/appropriate, contact the poster privately to explain why you have removed the post, highlighting the shed's posting guidelines.

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

1. Remove the post as soon as possible.
2. Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort, and only when the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

Moderation of social media posts, including any decision to block, ban and remove posts, ultimately lies with the Chair, but may, at their discretion, be delegated to responsible staff and volunteers.

# Authorisation

[Signature of Committee Secretary]

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[Date of approval by the Committee]

[Name of Shed]