

Wyndham Community and Education Centre Inc Policy and Procedure

Policy name	Social Media Policy and Procedure
Responsible person	CEO, Management Team, Marketing & Technology Coordinator
Staff involved	All Staff
Review dates	2017
Related documents	<p>Legislation: Charter of Human Rights and Responsibilities Act 2006 (Vic), Information Privacy Act 2000 (Vic), Equal Opportunity Act 2010 (Vic), Crimes Act 1958 (Vic)</p> <p>Policies: Computer, Internet and Email Policy and Procedure, Harassment, Discrimination, Victimisation and Bullying Policy & Procedure, Cyber bullying Policy & Procedure, Privacy Policy & Procedure, Conflict of Interest Policy & Procedure, Volunteer Policy and Procedure, Complaints and Appeals Policy and Procedure</p> <p>Other: Codes of Conduct, Code of Ethics</p>

Policy Context

This policy has been developed to provide Wyndham Community and Education Centre Inc. employees and volunteers with information, standards and guidelines for the professional and personal use of social media.

All employees are responsible for knowing and understanding the policy and for being aware that comments made via social media platforms are not necessarily private and can become public.

Wyndham Community and Education Centre Inc. (Wyndham CEC), acknowledges that the use of web 2.0 technologies and social media is increasingly part of everyday activities. This policy distinguishes between social media use in the course of employment and social media use that is not. It also seeks to highlight the issues which can arise through the use of social media, whether through professional or private use.

This document was reviewed and accepted by the Board of Governance of the Wyndham Community and Education Centre Inc on 4/12/15 and supersedes all previous versions.

Wyndham Community and Education Centre Inc

Policy and Procedure

Policy Statement

Principles

The following five principles must be applied to professional and personal use of social media, with Wyndham CEC accounts and/or personal accounts, by employees and contractors, at any time:

- Do not mix the professional and the personal in ways that can bring Wyndham CEC or its staff into disrepute.
- Do not undermine work performance or effectiveness.
- Do not imply Wyndham CEC endorsement of your personal views.
- Do not breach Wyndham CEC codes and policies or, relevant legislation.
- Do not disclose confidential information obtained through employment.

Social Media Defined

Social media is content created using highly accessible technologies and tools such as Web 2.0 technologies for publishing or accessing information. Wikipedia's definition of **Social media** "includes web-based and mobile based technologies which are used to turn communication into interactive dialogue among organizations, communities, and individuals". http://en.wikipedia.org/wiki/Social_media

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

- social networking sites such as Facebook, Twitter, Google+ and LinkedIn
- video and photo sharing websites such as Flickr and Youtube
- blogs, including professional blogs and personal blogs
- blogs hosted by media outlets
- wikis and online collaborations
- forums, discussion boards and groups such as Google groups
- podcasting
- online multiplayer gaming platforms
- instant messaging such as SMS and Instagram

Social media use for professional purposes

Wyndham CEC supports its employees' participation in social media online applications for professional purposes such as social networking sites, wikis, blogs, video and audio sharing sites and message boards that allow people to publish, share and discuss content with colleagues and other professionals or promote staff expertise.

This document was reviewed and accepted by the Board of Governance of the Wyndham Community and Education Centre Inc on 4/12/15 and supersedes all previous versions.

Wyndham Community and Education Centre Inc

Policy and Procedure

Before engaging in social media as a representative of Wyndham CEC, you must have authorisation from the Manager of the Service Unit you work in.

If authorised, you must:

- always use your own identity;
- ~~not~~ use, disclose or comment only on information that is classified as being in the public domain and not subject to confidentiality;
- ensure that all content published is accurate and complies with all Wyndham CEC policies;
- ensure comments are respectful;
- adhere to the Terms of Use of the social media platform or website, as well as applicable legislation such as copyright, privacy, discrimination, harassment or other relevant legislation;
- not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, racist, sexist, breeches copyright, or is unlawful; and,
- not make any comment or post any material that might otherwise cause damage to Wyndham CEC's reputation or bring it into disrepute.

The Marketing & Technology Coordinator has authority to manage communications through social media platforms including publishing and moderating Wyndham CEC produced social media on platforms such as Facebook, Twitter and You Tube. This includes managing Wyndham CEC's website content in consultation with the CEO, Business Services Manager and other Service Unit Managers.

Social media use for personal purposes

Wyndham CEC recognises that staff may use social media in their personal lives. This policy does not intend to discourage nor limit personal expression or social media activities. Rather it serves as a guide to making employees aware that professional and personal use of social media should be kept separate.

Staff should recognise the potential for direct or indirect damage to be caused to Wyndham CEC in certain circumstances via personal use of social media and should not use their personal social media accounts for professional communications or vice versa. This includes being aware that they may be using the employer's computer network or a work smart phone for personal social media use. Misuse of such equipment can have serious consequences.

This document was reviewed and accepted by the Board of Governance of the Wyndham Community and Education Centre Inc on 4/12/15 and supersedes all previous versions.

Wyndham Community and Education Centre Inc Policy and Procedure

Staff should be aware that personal privacy settings of social media platforms do not always protect the user from information ending up in the public domain or from being widely distributed.

Staff should be aware that information published or posted on social media sites outside of work hours remains accessible during working hours.

Staff are personally responsible for content published on any form of social media platform for personal use, when comments or their profile can identify them as an employee of Wyndham CEC. Social media has the potential to cause damage to the employee's professional reputation, relationship with work colleagues, the reputation of the employer and has the potential to breach the code of conduct and/or Wyndham CEC's policies.

Guidelines for Staff based on above policy statement and 5 principles:

- When accessing social media via Wyndham CEC's Internet systems, you must do so in accordance with Wyndham CEC's *Computers, Internet and Email Policy and Procedure*.
- An employee must ensure that all content published is accurate and complies with all Wyndham CEC policies.
- Work performance or effectiveness should never be compromised by the use of social media that is not related to your work.
- It is not acceptable to access or post any material that is fraudulent, discriminatory, threatening, bullying, racist, or sexually explicit or otherwise inappropriate or unlawful.
- An employee must never disclose or comment on information classified as confidential or gained through the privilege of their employment with Wyndham CEC. This includes avoiding partial disclosures which when distributed widely can be pieced together and become a breach of privacy or confidentiality.
- If an employee comments on any aspect of the organisation's services or programs they must clearly identify themselves as an employee and include a disclaimer.
- An employee should not use the Wyndham CEC logo or their work email address for personal matters unless permission is authorised.
- Social media use must respect laws around copyright, privacy, discrimination and other applicable laws.
- Employees should neither claim nor imply that they are speaking on Wyndham CEC's behalf.
- An employee must ensure comments are respectful.

This document was reviewed and accepted by the Board of Governance of the Wyndham Community and Education Centre Inc on 4/12/15 and supersedes all previous versions.

Wyndham Community and Education Centre Inc Policy and Procedure

- An employee must always use their own identity and make clear that the stated views are their own and not those of Wyndham CEC.
- Employees must adhere to the Terms of Use of the social media platform or website, as well as applicable legislation such as copyright, privacy, discrimination, harassment.
- An employee must not post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, racist, sexist, infringes copyright, or is otherwise unlawful.
- An employee must not make any comment or post any material that might otherwise cause damage to Wyndham CEC's reputation or bring the organisation or other employee into disrepute.
- Employees must never imply that they are authorised to speak as a representative of Wyndham CEC.

If an employee notices inappropriate or unlawful content online relating to Wyndham CEC or content that may be in breach of this policy, they must report it to their Service Unit Manager immediately.

Depending on the circumstances, non-compliance with this policy may constitute a breach of employment or contractual obligations, misconduct or contravention of the law.

Employees who fail to comply with this policy may face disciplinary action and, in serious cases, termination of their employment.

For contractors who are found to have breached this policy, there may be consequences including termination of contract.

This document was reviewed and accepted by the Board of Governance of the Wyndham Community and Education Centre Inc on 4/12/15 and supersedes all previous versions.