



## **SOCIAL MEDIA POLICY**

|                    |                 |                       |                |
|--------------------|-----------------|-----------------------|----------------|
| Policy number      | N/A             | Version               | 4              |
| Drafted by         | Struan Ferguson | Approved by Board on  | 16 August 2023 |
| Responsible person | Karen Zirkler   | Scheduled review date | June 2024      |

### **Introduction**

Social media provides Southern New England Landcare Ltd. with the opportunity to engage in ongoing conversations with its diverse stakeholder base. It allows Southern New England Landcare Ltd. to connect with the community, improve our understanding of current attitudes and issues and share Landcare activities and programs.

Southern New England Landcare Ltd. supports its employees' and volunteers' participation in social media as a means of complementing traditional communication channels (e.g. web, print, radio, television).

### **Definition**

Social Media refers to the platforms of Facebook, Twitter, YouTube, MySpace, LinkedIn, Pinterest and any others that emerge.

### **Scope of social media use**

This policy applies to all staff, contractors and Board and Executive Committee of Southern New England Landcare Ltd. It applies to these uses of social media:

- Creating a social media presence as an official representative of Southern New England Landcare Ltd.;
- Publishing messages, responding to comments and uploading content, including data, to official, public facing Southern New England Landcare Ltd. social media channels and / or third-party social media channels;
- Referring to Southern New England Landcare Ltd. within a private capacity on social media; and
- When a staff member participates in discussion that relates directly or indirectly to the field in which they are employed by Southern New England Landcare Ltd.

### **Principles of conduct**

Importantly, all content posted on social media sites immediately becomes public information, freely available to those who access it and potentially permanent, difficult to erase, remove or retract.

Staff use of social media should adhere to the same standard of professional practice and conduct associated with all communication activities. Staff are to operate within Southern New England Landcare Ltd.'s social media policy and within the professional standard of the Southern New England Landcare Ltd.'s Code of Conduct. This includes:

- Be honest, polite and considerate
- Be apolitical and impartial when using social media for official work related purposes
- Demonstrate the values of Southern New England Landcare Ltd.
- Staff must not do anything that may adversely affect Southern New England Landcare Ltd., or use social media in a way that could bring Southern New England Landcare Ltd. into disrepute. This may lead to disciplinary action.
- All staff and Board must exercise caution and adopt a risk minimisation approach when using social media.

## **Official use of social media**

Staff / volunteers participating in an official capacity on third party or Southern New England Landcare Ltd. hosted social media platforms must:

- Have the prior consent of the Executive Officer to act as an authorised social media user.
- Only post or discuss information that is publicly available.
- Disclose in a manner suitable to the platform that they are an employee / volunteer of Southern New England Landcare Ltd. and specify their role within Southern New England Landcare Ltd.
- Do not mix personal views with official comments.
- Inform the Executive Officer of any media involvement or interest by journalists.
- Follow and comply with the requirements of existing Southern New England Landcare Ltd.'s policies.
- Ensure there is no conflict of interest for Southern New England Landcare Ltd.
- Contribute to reporting on the performance of social media channels against Southern New England Landcare Ltd. targets for community engagement.

## **Private use of social media**

Staff / Board participating in social media in a private capacity are expected to:

- Exercise sound judgement and behave in accordance with Southern New England Landcare Ltd.'s policy, values and Code of Conduct.
- Clearly separate private opinions from the Southern New England Landcare Ltd. official position.
- Not allow the use of social media to undermine their effectiveness at work.
- Use a private social media account, established with a private email address (staff / Board must not use a Southern New England Landcare Ltd. social media account or a Southern New England Landcare Ltd. email address for private use of social media).
- Not disclose confidential information obtained through work.
- Understand the risks, benefits and implications that may arise from making private contributions to discussions that relate to their work.
- Seek advice from the Executive Officer to address any issues or concerns.

## **Role of the Executive Officer**

Roles of the Executive Officer in relation to social media include:

- Maintain a register of official social media accounts and channels.
- Arrange social media training where appropriate.
- Advise on and approve social media content frameworks.
- Track and monitor discussions and respond to emerging issues.

- Ensure that any staff / volunteers who are authorised to operate social media are aware of this policy.
- Ensure adherence to protocols such as photo release forms and Child Protection Guidelines.
- Oversee the use of social media tools.
- Maintain internal processes to ensure quality, technical accuracy and currency of content posted to social media sites.
- Authorise staff / volunteers to represent Southern New England Landcare Ltd. in approved social media channels.

## Authorisation

A handwritten signature in dark ink, reading "William Perrottet". The signature is written in a cursive style with a large, looping 'W' and a trailing flourish.

Bill Perrottet  
President  
Southern New England Landcare Ltd.

16 August 2023