**Social Media Policy**

# Policy Statement

# All Employees are required to adhere to (Insert Organisation Name) policies and procedures which reflect the behaviour expected and is designed to encourage integrity and professionalism.

The **Social Medial Policy** is a set of guidelines for which all employees are expected to observe and adhere to.

This policy forms part of all employees of **(Insert Organisation Name)** employment conditions.

**Sources**

As amended

- Guide for Preventing and Responding to Workplace Bullying

- Dealing with Workplace Bullying – A Worker’s Guide

- Anti-Discrimination Act 1991

- Sex Discrimination Act 1975

- Australian Human Rights Commission Act 1986

- Workplace Gender Equality Act 2012

- Fair Work Act and Regulations 2009

**Application of Policy**

This policy covers all employees and their participation on external social networking websites, online blogs, Facebook, encyclopaedias or through any form of electronic media.

The employees’ access to and use of non-work related websites during the course of employment is covered by **(Insert Organisation Name)** IT Policy, which covers email, internet and computer use.

**Definitions**

Social Media may include but not limited to:

* blogs, including corporate blogs and personal blogs
* blogs hosted by media outlets (e.g. ‘comments’ or ‘your say’)
* blogging sites (e.g. Twitter)
* forums and discussions boards, (e.g. Yahoo Groups or Whirlpool)
* social networking sites (e.g. Facebook, Tumblr, LinkedIn)
* video and photo sharing websites (e.g. Flickr, YouTube, Snapchat, Instagram)
* wikis and online collaborations (e.g. Wikipedia)
* vod and podcasting
* online multiplayer gaming platforms (e.g. Second Life, World of Warcraft)
* instant messaging (including SMS)
* geo-spatial tagging (Foursquare)

## Professional use of Social Media

Before engaging in a social media site as a representative of **(Insert Organisation Name)** you must be authorised to correspond on these sites.

To be authorised to comment or any form of communication on behalf of **(Insert Organisation Name)** in an official capacity, you must receive approval from the **(Insert Position).**

**Rules for public comment**

Once an employee has been authorised to comment or any other form of communication on behalf of **(Insert Organisation Name)** they must:

* disclose that they are a representative of **(Insert Organisation Name)** and use own identity or office account.
* disclose and comment only on information authorised by (name) to do so
* ensure all contact published is accurate and not misleading and complies with all relevant **(Insert Organisation Name)** policies
* comment only on your area of expertise and as authorised
* ensure that all comments are respectful of the online community you are interacting with online
* ensure they adhere to the Terms of Use of the relevant platform/website, as well copyright, privacy, defamation, discrimination, harassment and other applicable laws, and **(Insert Organisation Name)** policies.

Personal use of Social Media

While an employee’s access and use of the above sites outside of their employment is a private matter, issues or situations may arise when **(Insert Organisation Name)** is mentioned or where it may be possible to link the employees to their place of employment. It is essential that you understand that the comments you make via social media platforms are as public and adhere to the **(Insert Organisation Name)** strict media protocols.

All employees should be aware when befriending and communicating with colleagues, clients of **(Insert Organisation Name)** that this could be viewed as a potential conflict of interest and could be a break of **(Insert Organisation Name)** policies and procedures and could incite disciplinary action.

The following rules will apply where reference is made to **(Insert Organisation Name)** and related issues:-

* you must only disclose and discuss publicly available information.
* ensure that all content/s published is accurate and not misleading and complies with **(Insert Organisation Name)** policies.
* do not imply the person comments are a representation of **(Insert Organisation Name)**
* always be polite and respectful to all persons you are interacting with.

You must not:

* reveal confidential or commercially sensitive information about **(Insert Organisation Name)** or other employees, parents, children, volunteers or anyone associated with **(Insert Organisation Name)**
* post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, or is otherwise lawful.
* use your work email address or any organisation logo’s or insignia that may give the impression of official support or endorsement of your personal comment.
* use the identity of another employee, contractor, or other member of **(Insert Organisation Name)**
* imply you are authorised to comment on behalf of **(Insert Organisation Name)** unless authorised**.**
* post any material that is or might be construed as threatening, harassing, bullying or discriminatory towards another employee/contractor of **(Insert Organisation Name)**
* make any comment or post material that might otherwise cause damage to **(Insert Organisation Name)** reputation or bring the organisation into disrepute.
* publish comments or report on conversations or information that is deemed confidential or classified.

**Using Social Media Sites and not mentioning (Insert Organisation Name)**

**(Insert Organisation Name)** has no interest in what the employees do in participating on websites where they do not mention and give no association with **(Insert Organisation Name)**, in their own time and away from work.

It is very important that employees abide by the following:-

* Blog comments are permanently accessible. Tracking tools can identify the contents of a website at a particular date, even if the contents are deleted later on.
* Management can do a search of the employees name and will produce a full list of any blogged comments about organisation. This means anyone with internet access can find these comments.
* A search using an email address or individual name will also produce a full list of comments and other material made from that address or attributed to that individual.
* Any personal and comments, embarrassing photos, that are **(Insert Organisation Name)** are accessible to management and other prospective employers may be detrimental to your position at **(Insert Organisation Name)** and any future prospects you may have.

**Breaches of Policy**

Non-compliance with this policy that has the potential to damage the reputation, image of competitive or financial position of **(Insert Organisation Name)** and may result in disciplinary action, which could include termination of employment in serious cases. Employees who breach the law may be personally liable for their actions through common law claims.

## Policy Review

The ***Social Media Policy*** will be reviewed from time to time, and all staff will be trained, educated and will be required to sign an acknowledgement that they understand and will comply with this policy. Should the need arise; the policies will be translated into appropriate languages.

**(Insert Organisation Name)** is committed to providing an environment which is safe for all who attend or work at its workplaces.

**Employee Acknowledgment - Social Media Policy**

I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ have been provided with a copy of the **(Insert Organisation Name) Social Media Policy.**

I have read and understood the material contained within the **Social Media Policy**, and I have had the opportunity to ask questions about any of the material set out in that policy.

I understand the ramifications of failure to adhere to the policy.

Sign: Date:

Print Name:

Witness: Date:

Print Name: