

Media Policy & Publications

(Name of organisation) believes that the social services sector and the organisations in it can benefit from building relationships with the media and getting our stories – especially the good work we do – into the media.

However because the media can get things wrong or information can be used poorly we need to take care that we cover ourselves by having the following policy:

1. All media releases from (organisation) staff are to be approved by the Chief Executive and communicated to the board.
2. Media statements by the Chair or other board members will be made in consultation with the Chief Executive.
3. If media are to be present at a meeting facilitated by (organisation) the participants must be informed and where appropriate the meeting must give consent.
4. Media will be asked to submit articles for approval prior to publication.

Created & approved 18 April 2007

Reviewed annually

Next review: February 2016

Social Media Policy

This policy covers the use of social media. It is written for our mutual protection. This policy applies to all (organisation) staff, trustees/committee members, volunteers, students or contractors engaged in social media on behalf of (organisation) as part of their duties.

1. (Organisation) encourages the use of social media technologies to enhance communication, collaboration, advocacy and information exchange.
2. Social media is understood to be an umbrella term that encompasses the various activities that integrate technology, social interaction and communication and content creation. The definition of social media includes but is not limited to a wide constantly evolving range of technologies and forms, such as blogs, wikis, photo and video sharing, podcasts, social networking, and virtual worlds.
3. The use of social media technology by (organisation) staff follows the same standards of professional practice and conduct associated with everything else

- we do. Staff need to consult with the CE or Board Chair of (organisation) if they are uncertain about anything to do with their use of social media, particularly in terms of content.
4. Proper use: Social media provides a range of communication tools to assist (organisation) staff in their work.
 - a. These tools are to be used responsibly and should not bring (organisation) into disrepute.
 - b. Confidentiality of (organisation and organisation's staff and trustees/committee members and stakeholders must be maintained at all times.
 - c. Staff will engage respectfully with stakeholders in the social media environment
 - d. Regular monitoring will allow identification, correction or deletion of inappropriate content.
 - e. The CE of (organisation) will be notified of inappropriate content or any other concerns relating to (organisation) social media presence. Inappropriate content, whether generated internally or externally needs to be dealt with in a timely and proactive way to minimise harm to the organisation.
 - f. The CE must approve any content outside of normal 'day to day' content such as that which would be emailed, spoken or sent in written form by staff without reference to management.
 5. Improper use: Improper use of social media includes:
 - a. Using (organisation) social media tools or forums to voice negative or demeaning comments about (organisation), (organisation) staff, trustees/committee members or any organisations or individuals (organisation) is currently working with, will worked with or has worked with.
 - b. Using (organisation) social media tools for unauthorised commercial business use
 - c. Using (organisation) social media tools for illegal or malicious purpose
 - d. Using (organisation) social media tools to express personal opinion if the opinion is in conflict with that of (organisation)
 - e. Using (organisation) social media tools for creating, sending, viewing, posting, linking or otherwise information or material that is objectionable or abusive in nature, or using objectionable or abusive language when posting using (organisation) social media tools
 - f. Improper use may constitute serious misconduct which will be dealt with as covered in the staff members Employment Contract.
 6. (Organisation) social media tools are defined as any social media services, including but not limited to Facebook, Twitter, Google+, YouTube accounts, blogs and other forms of social networking that were created to

promote, advertise or create an online presence for (organisation). These tools will remain the property of (organisation).

7. Staff and trustees/committee members who have a personal blog or other publicly accessible online social media presence and mention (organisation) in this personal space are asked to use a disclaimer that all the opinions expressed are theirs and are in no way associated with (organisation).
8. (Organisation) Facebook **etiquette** statement (Community Guideline) will be visible on (organisation) Facebook page ...
 - a. Community Guidelines: (organisation) welcomes honest, friendly and open conversation on our Facebook page, and we reserve the right to remove comments or discussion posts which stop this happening.

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Reviewed annually

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