

	SOCIAL MEDIA POLICY	
	Drafted by:	Sandra Di Giantomasso
	Administered by:	Networker
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INTRODUCTION

Social media is an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with the Communication and Promotions Policy, in order to maximise our social media reach while protecting our public reputation.

DEFINITIONS

Social media includes (but is not limited to) the following:

- Twitter
- Facebook
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

PURPOSE

The purpose of this policy is to provide guidance for Network West staff, volunteers and students on placement around the use of social media.

POLICY

Network West will use social media to engage with members and stakeholders to increase its profile. Social media posts should be in keeping with the image that Network West wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Network West's social media use shall be consistent with the following core values:

- **Integrity:** Network West will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Privacy policy.
- **Professionalism:** The Networker may delegate the role of posting content onto social media, however the Networker will still have overall responsibility for ensuring that all content on social media representing Network West, is consistent, professional and has a uniform tone, representing the views of the organisation rather than the individual.
- **Information Sharing:** Network West encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

PROCEDURES

- Network staff, volunteers and students on placement should understand that social media users are personally responsible for any content published on social media platforms. These principles should apply to use of social media in a personal capacity, as well as professional use of social media on behalf of Network West:
- You are accountable for your actions and what you write and post.
- Use common sense and good judgment - think before you click.
- Be accurate, honest, and genuine and take responsibility for your mistakes.
- Respect others in your posts and discussions.
- You must not make posts or comments which may be considered defamatory, obscene, libellous, threatening, harassing, discriminatory, that infringe copyright or are otherwise unlawful.
- Consider whether social media is the right forum for communication – complex ideas may be less suited to this forum.
- If you disagree with other people's opinions keep it appropriate and polite.
- You must adhere to the Terms of Use of the relevant social media platform/website.