



Partners in Aid

AUSTRALIA

SOCIAL MEDIA POLICY

Version control & review

Version	Date	Distribution
1.0	September 2020	Board, Committee members, Social Media Volunteers, website link
2.0		
3.0		
4.0		

1 Background

This Social Media Policy outlines Partner in Aid's expectations of members and volunteers when using social media or making online public comments that might be interpreted as reflecting on the organisation or its activities. Partners in Aid embraces the use of social media for the promotion of its activities and is committed to ensuring that social media engagement connected with Partners in Aid is lawful, professional, and respectful.

2. Purpose

Social media is an important tool that Partners in Aid can use to publicise its operations and solicit public support. The purpose of this policy is to encourage members and volunteers to generate appropriate social media content relating to Partners in Aid.

It also aims to set protocols to ensure that social media posts are consistent with the values of Partners in Aid and that posts made through its social media channels do not damage the reputation of Partners in Aid or any of the partner or other organisations with which it collaborates.

3. Scope

3.1 This policy includes, but is not limited to, engagement on:

- i. Twitter

- ii. Facebook
 - iii. Instagram
 - iv. Pinterest
 - v. Google+
 - vi. WordPress/Blogger
 - vii. YouTube/Vimeo
 - viii. iTunes/Podcasting
 - ix. Snapchat
 - x. TikTok
 - xi. Reddit
 - xii. LinkedIn
 - xiii. Online chat forums/tools (e.g. WhatsApp, Messenger, WeChat), and
 - xiv. any other new forms of social media that may emerge from time to time.
- 3.2 All Partners in Aid Board and Project Committee members, advisors and other volunteers are bound by this policy.
- 3.3 While it is not binding on Partner Organisations, any infringement of this policy could lead to the discontinuation of the funding of that organisation's projects.

4. Guidelines

4.1 Values

- 4.1.1 Partners in Aid's social media use shall be consistent with the following core values:
- i. **Integrity:** Partners in Aid will not knowingly post incorrect, defamatory, or misleading information about our own work or the work of other organisations or individuals. In addition, we will post in accordance with Copyright and Privacy policies.
 - ii. **Respect:** Partners in Aid will not post any information that disrespects any person or the work of other organisations.
 - iii. **Dignity:** Any information or photographs posted by Partners in Aid will respect the dignity of those depicted.
 - iv. **Professionalism:** Partners in Aid's social media posts represent Partners in Aid as a whole and should seek to maintain a professional and uniform tone. Members and volunteers may, from time to time, and as appropriate/authorised, post on behalf

of Partners in Aid using its online profiles, but the impression should remain one of a cohesive Partners in Aid rather than a group of individuals.

- v. **Information Sharing:** Partners in Aid encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, and of interest to our members.

4.1.2 All posts that relate to Partners in Aid must meet general content guidelines for use of social media. This includes:

- i. posts on or connected with Partners in Aid's social media accounts, and
- ii. posts on members' and volunteers' own social media accounts.

4.1.3 Partners in Aid will ensure that all external marketing, fundraising, advocacy and communications respect and uphold our commitment to social justice, and gender and diversity, including being respectful, using inclusive and positive language and images and avoiding stereotypes –with particular attention to stereotypes based on gender or ethnicity.

4.2 Professional Social Media Use

4.2.1 The Board may approve an individual to post on Partners in Aid's social media accounts (Approved Poster). In determining who should be an Approved Poster, the Board may consider:

- i. the extent of control Partners in Aid has over the individual,
- ii. whether the individual has the appropriate communication skills,
- iii. what understanding the individual has of the risks of social media use, and
- iv. current and former responsibilities and how the individual performed in those roles.

4.2.2 Only Approved Posters should have access to social media account passwords and logins.

4.2.3 The Fundraising, Marketing & Communications Coordinator must keep records of Approved Posters and the Board must review the appropriateness of approvals on an annual basis.

4.2.5 Prior to posting all media will be reviewed by at least two members of the Board. If the media relates to a specific project, it must also be reviewed by the relevant Project Coordinator before posting.

4.3 Personal Social Media Use

4.3.1 Subject to this Policy, members and volunteers should seek prior

approval from the Fundraising, Marketing & Communications Coordinator before engaging in personal and/or professional social media use about or connected with Partners in Aid, save when promoting or supporting Partners in Aid's activities as previously agreed.

4.4 Content guidelines

- 4.4.1 When engaging in the professional use of social media, Partners in Aid expects that members and volunteers will:
- i. be professional and respectful,
 - ii. promote the best interests of Partners in Aid,
 - iii. not include misleading or deceptive statements or inferences,
 - iv. refrain from use of inappropriate language that could cause offence,
 - v. only include intellectual property (such as photos, videos and quotes) that Partners in Aid has permission to use or that do not require permission to use, and
 - vi. comply with Partners in Aid's Privacy Policy.
- 4.4.2 They should also observe Partners in Aid policies regarding use of images, namely that:
- i. Informed permission must be obtained from adults or children and their parents before their images are used in publications. A record of such permission will be kept.
 - ii. In all cases, portrayal of children will ensure that they are portrayed as resilient, capable and not weak or vulnerable. Images will not identify the location of children or enable them to be contacted by potentially harmful people.
 - iii. Images should never show children naked or in a sexualized manner.
 - iv. Names of adults will not be used in general publications without the prior consent of the adult. Names of children will never be used.
 - v. In the case of children, nothing that suggests a way whereby an outsider could contact the child or his or her family will ever be published.
- 4.4.3 When engaging in personal and/or professional social media use, members and volunteers must also ensure that they:
- i. don't use a Partners in Aid email address to register personal social media accounts,
 - ii. refrain from conduct that has the potential to damage Partners in Aid's reputation,
 - iii. don't make comments that are unlawful, obscene, defamatory,

threatening, harassing, discriminatory or hateful to, or about other members or volunteers, Partner Organisations or stakeholders of Partners in Aid,

- iv. don't make comments that are, or could be perceived to:
 - a.) be made on behalf of Partners in Aid, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedures, or
 - b.) compromise the member's or volunteer's capacity to fulfil responsibilities in an impartial and unbiased manner
- v. are mindful that their behaviour is bound by Partners in Aid's Policies, Procedures and Code of Conduct, even outside work hours (e.g. comments made on social media about a Board member), and
- vi. make clear that any views expressed in personal social media use are their own and not those of Partners in Aid.

5 Responsibilities

- 5.1 The Fundraising, Marketing & Communications Coordinator has responsibility for overseeing the organisation's Social Media Strategy. His/her role includes:
 - i. determining which social media platforms are most appropriate for Partners in Aid to engage in, and policing those boundaries,
 - ii. ensuring that all posts are in keeping with Partners in Aid's mission, core values, and policies,
 - iii. ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content), and to minimise the risk of a repeat incident
 - iv. ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post
 - v. moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic
 - vi. developing a strategy for expanding our social media footprint over time

6. Review

This policy will be reviewed every three years.

7. Relevant Partners in Aid Policy Documents

Partners in Aid Privacy

Policy Partners in Aid

Fundraising Policy

Partners in Aid Child Safeguarding Policy and Code of Conduct

Partners in Aid Volunteer Policy

Partners in Aid Communications and Transparency Policy

8. References

Institute of Community Directors. *Policy Bank*.

<https://communitydirectors.com.au/policies/social-media-policy> (Last viewed 25 September 2020)