

Social Media Policy Essential Knowledge

Policy Description

This policy outlines clear requirements for work-related use of social media tools, and appropriate usage of personal pages in relation to work based comments or observations. This policy also forms a part of the organisation's commitment to open and transparent operations.

Who must comply?

Staff employed by Carclew on a full/part time, contract, casual, agent, unpaid and voluntary basis. (staff, artists, tutors, agents, volunteers and residents).

What do I need to know?

- You must have prior approval from the Chief Executive or Manager, Marketing and Publicity when making social media disclosures on behalf of Carclew.
- There are requirements of you in relation to your personal use of social media sites regarding your role as an employee, artist, tutor, agent, volunteer or resident of Carclew contained in this policy. You are required to be fully informed and aware of these.
- Disclose your name and relationship with Carclew when commenting in a professional capacity.
- Think carefully before making social media disclosures; ensure the information is consistent, honest, respectful and thoughtful to your audience. Once a disclosure is published online it can remain public and will be archived, stored and can be retrieved indefinitely.
- Be aware that you are legally responsible for your opinions, comments or content, and can be held personally liable for disclosures deemed to be defamatory or obscene.

Contact

Carclew

P 61 8 8267 5111 | E info@carclew.org.au

Social Media Policy

1. Background

Social Media or social networking are online services and tools used for publishing, sharing and discussing information. They can include forums, blogs, micro-blogs, wikis, social networking websites, and any other websites that allow individual users to upload and share content.

The South Australian Government Information Communication Technology Strategy, 'Ask Just Once', includes a target to put the general public at the centre of government service delivery and information distribution. Social networking is instrumental in engaging with and between communities and individuals.

This policy also complies with our obligations under the *South Australian Public Sector Employees Code of Conduct March 2009*, to conduct ourselves in a manner that will not bring staff, the organisation for which we work, the public sector or Government into disrepute.

2. Purpose

This policy is intended to outline a set of clear requirements for work-related use of social media tools, and appropriate usage of personal pages in relation to work based comments or observations. This policy also forms a part of the organisation's commitment to open and transparent operations.

3. Scope

This policy applies to all staff employed by Carclew on a full/part time, contract, casual, agent, unpaid and voluntary basis (staff, artists, tutors, agents, volunteers and residents) who are required to use social media channels in the course of their engagement. It includes guidelines for appropriate usage of personal pages in relation to work based comments or observations.

4. Definitions

Social media channels: forums, blogs, wikis, social networking websites, and any other websites that allow individual users to upload and share content, whether accessed through the web, a mobile device, text messaging or email. i.e. Facebook®, Twitter™, My Space™, YouTube.

Social media account: the individual/author/account holder who registers to gain access to a social media channel.

Social media disclosures/observations: the communication a user distributes through a social media channel i.e. blog posts, comments, status updates, text messages, images, audio and video recordings, or any other information made available through a social media channel.

Profile page: Social media account holders can customise information about themselves and is available to viewers on their profile page.

Social bookmarking: used for saving the address of a website or item of content. Tags are added to allow other users to easily find your research.

Hosted content: text, pictures, audio, video or other information that can be uploaded to a social media account. If content is uploaded to your social media account, you are hosting that content.

Blogs: a web log that provides commentary or news on a particular subject. Viewers can comment, ask questions, share information and subscribe.

Micro-blogs: a web log that is smaller than a blog and is usually limited to a certain number of characters i.e. Twitter™ (140 characters per entry).

Tweets: a disclosure made on Twitter™ micro-blogging service.

Retweets: tweets from one twitter user that is redistributed by another twitter user. Retweets are how information is circulated on Twitter™.

Copyright: is a set of exclusive rights granted to the author or creator of an original work. It safeguards original works of art, literature, music, film, etc from certain uses.

5. Policy Statement

Social media has revolutionised Carclew's marketing and communications providing platforms to participate in and contribute to conversations. It is the responsibility of the Manager, Marketing and Publicity and appropriate team members to manage Carclew social media sites.

5.1 Guiding Principles

With respect to disclosures made in reference to Carclew and/or its programs, activities or events, staff must adhere to the following principles:

- Support the Carclew vision and adhere to our Code of Conduct when making disclosures, in reference to Carclew, on personal pages and pages administered by Carclew.
- Staff utilising social media channels on behalf of Carclew must have prior approval from the Chief Executive or the Manager, Marketing and Publicity.
- Do not make deceptive or misleading claims about the organisation, and/or its programs, activities or events.
- Ensure that disclosures are accurate and comply with Carclew relevant policies.
- Ensure that comments are appropriate for the audience and the information is consistent.
- Do not make defamatory postings. Defamatory postings may include, but are not limited to; racist, sexist, threatening, insulting or unlawful comments.
- Do not make offensive comments or post any content that may have the potential of creating an intimidating or hostile environment.
- Be honest, respectful and thoughtful to your audience.

5.2 Personal and Official Usage

There are two capacities in which staff can use social media channels; within Carclew's pages and within their own personal pages. Carclew fully respects the rights of employees. However, staff making disclosures in relation to our organisation must be aware that they are legally responsible for their opinions, comments or content, and can be held personally liable for disclosures deemed to be defamatory or obscene. For this reason staff must exercise caution with regard to exaggeration, colourful language, obscenity, images, video and derogatory remarks. In addition, staff should at all times be mindful that, given advances in technology, disclosures will remain public and will be archived, stored and retrievable indefinitely. Please refer to the social media principles and social media style guide (within Style Guidelines document) to inform your personal and official use of social media.

5.3 Code of Conduct

The same guidelines found in the Carclew Code of Conduct apply to all employees, volunteers and artists engaging in social media channels. All representatives of Carclew are required to comply with our Code of Conduct at all times. *For further detail please refer to Code of Conduct.*

5.4 Disclosure and Transparency

Carclew believes that reputations are built on trust, and a vital factor in building trust online is transparency and honesty. Carclew is committed to disclosing accurate

and reliable information to its participants, key stakeholders and the general public. By providing timely and coherent information online recipients are able to have an understanding of our activities, ethical standards, and relationship with communities.

5.5 Confidentiality and Privacy

It is important for all staff to think carefully before making social media disclosures, as once a disclosure is published online it will remain online and can be accessed indefinitely. Staff must not disclose confidential information and respect the privacy and opinions of individuals on any social media channel.

Unauthorised disclosure or the use of confidential information may result in disciplinary proceedings for misconduct. *For further detail please refer to Code of Conduct.*

5.6 Respectfulness

Carclew views all staff members as representatives of our brand, and staff are encouraged to represent our organisations core values when making social media disclosures. Staff must respect opinions of individuals, including fellow employees; and not harass, discriminate, bully, insult, or any other form of behaviour that is prohibited in the workplace when disclosing on social media channels. Staff are encouraged to add value to online conversations in a constructive and meaningful way; thereby, effectively demonstrating respect for those engaging in social media channels. If you are unsure of whether certain information is appropriate to share online then do not post it or seek direction from Chief Executive or Manager, Marketing and Publicity.

5.7 Working with Children in Art

Carclew is committed to encouraging young people and children's involvement in the arts as participants, in the creative process and as members of an audience. Staff must be aware of the content that they disclose on social media sites as minors may view it. Carclew adheres to Arts SA's *Protocols for Working with Children in Art* by ensuring that:

- Parental consent is provided prior to working with any child under the age of 15.
- The rights of children are protected throughout the artistic process.
- Artworks that involve images of children that have been produced are presented with due care and sensitivity.
- The child's images are not being exploited, and that the use of the image is within the original context of the creative work.

For further detail please refer to Child Safe Environment Policy.

5.8 Legal Matters

For the protection of the organisation and employees, employees are prohibited from using social media channels to:

- Publicly criticise the behaviour or actions of work colleagues, the general public, clients and competitors.
- Engage in activities that could provoke a copyright infringement claim.
- Discuss issues of a confidential nature.

5.9 Breach of Conduct

Any breach of Carclew's policies will be taken seriously and provisions will be implemented in accordance with appropriate legislative procedures. *For further detail please refer to Code of Conduct.*

6. Procedures Title

Social Media Procedure

7. Policy Status

Created: 20 April 2011

Endorsed: 25 August 2011 Reviewed: 21 February 2014

Review Date: 21 February 2015

8. Key Stakeholders

Carclew Board, staff and clients.

9. Approval Body

Carclew Strategic Team: 10 August 2011

10. Endorsement Body

Carclew Board: 25 August 2011

11. Legislation

South Australian Public Sector Act 2009

South Australian Public Sector Employees Code of Conduct March 2009

Copyright Act 1986

12. Related Policies / documents

Code of Conduct and Procedure

Social Media Principles and Style Guide (Carclew Style Guidelines)

Arts SA's *Protocols for Working with Children in Art*

13. Date effective

This Policy is effective as of 25 August 2011

14. Next Review Date

This Policy is due for review 21 February 2015

This Policy will be reviewed annually. However, if at any time the legislative, policy or funding environment is so altered that the policy is no longer appropriate in its current form, the policy will be reviewed immediately and amended accordingly.

15. Policy Author

Policy Administration Officer, Carclew

16. Contact

Policy Administration Officer, Carclew

Acknowledgment

In developing this policy Carclew has drawn on resources prepared by the Office for Ethical Standards and Professional Integrity, Queensland Government, Finlaysons, and the Social Media Policy Template by Eric Schwartzman.

Disclaimer

This policy does not represent legal advice. If you have any queries about your obligations, you should seek your own independent legal advice.