

### 1. Policy Title

Social Media Policy

### 2. Preamble

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

These procedures outline clear requirements for work-related use of social media tools, and appropriate usage of personal pages in relation to work based comments or observations.

### 3. 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™, YouTube, Instagram.

**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.

**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.

**Microblogs:** 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™ microblogging service.

**Retweets:** tweets from one twitter user that are redistributed by another twitter user.

**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.

### 4. Social Media

All Carclew staff, artists, tutors, agents, volunteers and residents are encouraged to promote the work of Carclew on personal accounts on social media platforms. If you are unsure of whether certain information is appropriate to share online then do not post it or seek direction from the Senior Manager, Marketing and Development.

It is the responsibility of the Senior Manager, Marketing and Development in association with the appropriate team member to manage Carclew social media profiles. Permission for other staff to use Carclew profiles must be gained by Senior Manager, Marketing and Development.

Even when you are not at work, you are always representing Carclew as outlined in your contract of engagement. Please be mindful that the messages and images you post have the potential to reflect on you as a professional and also on Carclew.

Whilst Carclew encourages all staff to have a voice, and with the above in mind, it is preferred that all staff include a disclaimer in their social media profile confirming that all opinions

expressed through their account are purely personal. For example, *'only tweeting personal opinions'*, *'all opinions expressed through this page are personal'* or *'views expressed through this account are personal'*.

#### 4.1 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.*

### 5. Legislation

*South Australian Public Sector Act 2009*

*South Australian Public Sector Employees Code of Conduct March 2009*

*Copyright Act 1986*

### 6. Additional Information

The following information is available from Carclew (*Carclew Server/Resources/Carclew Policies*).

- Code of Conduct and Procedure
- Arts SA's *Protocols for Working with Children in Art*