

Social Media Policy

Policy number	POL013	Version	A
Drafted by	FOP Australia Board	Approved by Board on	03/02/2020
Responsible person	FOP Australia Board	Scheduled review date	03/02/2023

INTRODUCTION

Social media such as Twitter, Facebook, Instagram, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with FOP Australia's Media Relations Policy in order to maximise our social media reach while protecting our public reputation.

Furthermore, given the public nature of social media, the misuse of social media by staff, board members and volunteers in a personal capacity can have a damaging impact on FOP Australia's reputation. This policy also outlines the obligations of staff, board members and volunteers around the personal use of social media.

PURPOSE

FOP Australia may choose to engage in social media such as:

- Twitter
- Facebook
- Instagram
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

FOP Australia seeks to encourage information and link-sharing amongst its membership, staff and volunteers, and seeks to utilise the expertise of its employees and volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that FOP Australia wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

Social Media Policy

CORE POLICY

FOP Australia's social media use shall be consistent with the following core values:

- **Integrity:** FOP Australia 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 Copyright and Privacy policies.
- **Professionalism:** FOP Australia's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Directors, staff and volunteers may, from time to time and as appropriate, post on behalf of FOP Australia using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** FOP Australia encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

FOP Australia should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

AUTHORISATION

13/02/2020

FOP Australia

Social Media Procedure

Procedure number	PRO001	Version	A
Drafted by	FOP Australia Board	Approved by Board on	03/02/2020
Responsible person	FOP Australia Board	Scheduled review date	03/02/2023

RESPONSIBILITIES

Staff and volunteers may, from time to time and where appropriate, post on behalf of FOP Australia using the organisation's online social media profiles. This is to be done only with the express knowledge and authorisation of the Communications Officer or a delegate of the board.

The Board can nominate a Communications Officer to coordinate FOP Australia's social media management if applicable.

Social media is often a 24/7 occupation; as such, such responsibilities as outlined above may be delegated by the Communications Officer (or in their absence, a delegate of the board) to another appropriate staff member/volunteer.

The Communications Officer will oversee expansion of social media and help to develop the Social Media Strategy in line with the organisation's Media Relations Policy.

The Communications Officer (or in their absence, the board) has ultimate responsibility for:

- ensuring that all posts are in keeping with FOP Australia's core Social Media Policy;
- ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident;
- ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post; and
- 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.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

PROCESSES

Creating and accessing FOP Australia Social Media Accounts

Creating a new FOP Australia social media account

Prior to creating a new social media account on behalf of FOP Australia, express permission to do so must be obtained from the Chair/Communications Officer. The person seeking to create the new account should be prepared to demonstrate:

- the plan for the account (what content will be posted, how the content will be obtained, how this will expand followers/reach);

Policies can be established or altered only by the Board: Procedures may be altered by the Board.

Social Media Procedure

- whether operating the new platform aligns with FOP Australia aims/objectives;
- any costs involved in setting up the new account;
- the advantages for FOP Australia in operating the new platform; and
- the potential risks in operating the new platform.

Authority to use FOP Australia social media accounts

Permission to access FOP Australia accounts and to post content online on behalf of FOP Australia must be obtained from the Chair/Communications Officer.

In considering whether to give permission to access to an account and to post content, the Chair/Communications Officer will consider:

- how many other FOP Australia staff or volunteers already have access to that account;
- if any problems arising from the existing level of access have arisen in the past;
- the level of engagement on that social media site;
- the position and job description of the person seeking access;
- the extent of their training on FOP Australia policies (including this Social Media Policy); and
- any other relevant matter.

Login Credentials

Social media sites do not always include strong security protection measures. Hacking not only carries operational risk (i.e. you can't log into your account, or your content is corrupted), but also reputational risk.

Remember these important points:

- choose a password which is suitably robust (e.g. by including a combination of upper and lower case letters, and numbers or other symbols);
- keep login credentials confidential and secure – never transmit a password by email or any other insecure medium;
- don't use the same password for social media accounts that you use to login to other FOP Australia systems; and
- update the passwords frequently (every six weeks at minimum).

If you are leaving FOP Australia, you must hand over all relevant social media passwords. The password must then be changed and you will be removed as an administrator or moderator of any social media accounts.

Posting to social media

Before social media posts are made (whether in an official or personal capacity), directors, volunteers and staff should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to FOP Australia's members and stakeholders?
- Is the information in keeping with the interests of the organisation and its constituted aims?
- Could the post be construed as an attack on another individual, organisation or project?
- Would FOP Australia's donors be happy to read the post?

Social Media Procedure

- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that FOP Australia would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by FOP Australia? Does it maintain the organisation's overall tone?
- Does the post otherwise comply with this Social Media Policy, the Media Relations Policy, and the Intellectual Property Policy?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Communications Officer. A few moments spent checking can save the organisation big problems in the future.

Defamatory material

Material will be defamatory if it identifies someone (even indirectly – it is not necessary that names be used) and contains something about that person that could reasonably lower or harm their reputation.

Content of a defamatory nature regarding persons in Australia and abroad (including individuals or organisations) should not be posted on the FOP Australia website or social media accounts.

The writer, publisher and distributor of the material, as well as anyone who forwards on or repeats it, can all be liable for defamation (so if you retweet something defamatory posted by a user, you may still be liable even though you are not the author).

Problematic scenarios include:

- internal employees disputes made public on social media;
- users abusing other users;
- use of social media to make negative comments about people at FOP Australia; and
- posts commenting adversely on FOP Australia partners or supporters.

Misleading or deceptive conduct

All content posted on FOP Australia's social media accounts or website should be accurate and not misleading.

Claims (particularly about FOP Australia's funding and achievements) that cannot be substantiated should be not posted. It should also not be falsely suggested (either by you, or a user) that FOP Australia is associated with, approved by or affiliated with a person or other entity.

Take particular care where users post content which may be positive about FOP Australia but may also be misleading about another organisation.

In some circumstances, it may be possible to correct misleading statements posted by users by responding to them, rather than removing them. However, you should keep in mind the context –

Social Media Procedure

for example, will your tweet in response to a misleading tweet from a user be quickly buried amongst other tweets on people's newsfeeds? Make sure your response is clear, prominent and in close proximity to the original statement, and is displayed for a reasonable period of time (i.e. not quickly hidden by later posts).

Copyright and social media

If you want to use FOP Australia's social media accounts to "repost" or "share" an image or other content that has been posted on the creator's social media site, you may not necessarily need to obtain express permission from them in order to do so but you should follow these rules:

- do not repost the material without obtaining express permission if you are intending to use it to promote any fundraising activities or events;
- if content has been publicly shared on a social media site, only repost that content on the site that it was originally shared on by the content's creator or on sites that are expressly indicated as acceptable for sharing. Check the person or organisation's social media page or website to see if they have any rules governing use of their content. Do not share the material on the FOP Australia website or offline;
- only use material in a respectful and non-derogatory way;
- only use material as it has been originally posted -do not modify, adapt or change the content to suit your purposes; and
- clearly attribute and thank the source of the material. Attribution by way of pseudonym, rather than the author's actual name, will be sufficient where that author can only be identified by that pseudonym (e.g. a Twitter handle).

Example: reposting third party material on social media

It would be acceptable to share this video that appears on the International FOP Association, Inc. YouTube channel on a range of social media sites, as the organisation has expressly enabled this functionality.

Social Media Procedure



Using material in other circumstances

If you are unsure about who the creator of the content is, or if the material has not already been publicly shared on a relevant social media site, you will need to follow these rules:

- you must obtain express permission from the copyright owner, in writing, to use it for your intended purpose (including permission to post it on social media sites). Keep in mind that the copyright owner might be someone different to the author of the content. For example, if you want to post an article that has appeared in an organisation's newsletter, the copyright owner of the article might be the organisation, not the person who actually wrote the article;
- you must also clearly attribute the material to the author of the work. Check with the third party to see if they want to be attributed in a particular way;

Policies can be established or altered only by the Board: Procedures may be altered by the Board.

Social Media Procedure

- do not modify, adapt or change the content unless you have been given express permission from the copyright owner to do so; and
- only use material in a respectful and non-derogatory way.

Doing your best to obtain permission without successfully obtaining it does not permit you to use the content.

Providing a link to third party's website is generally fine, but you should not 'embed' or 'frame' the website's content on any of FOP Australia's sites.

Always check the T&C's

You must ensure you comply with the terms and conditions of any third party website or social media page from which you obtain content. The terms and conditions may expressly limit the ways in which you can link to, or reproduce content from, the website. These terms and conditions should always be checked first. If FOP Australia breaches the terms and conditions, this may constitute a breach of contract. Accordingly, the website should only be linked to and/or content from the site should only be reproduced in accordance with its terms.

If you can't obtain permission...

- summarise text in your own words or even better, write or create your own material;
- for images and other media content, look for free content on the Creative Commons website (www.creativecommons.org.au). Creative Commons is an organisation that allows works to be legally used and shared under licences. The creator of the work still retains copyright. Content sourced via Creative Commons must still be used in accordance with its licence terms, and must still be attributed to the relevant party.
- there are different levels of licence terms under Creative Commons based on different 'Core Conditions'. These include requirements to attribute authorship, to only use the material for non-commercial purposes, to only use the material exactly how it has been provided by the author (the 'no derivative works' condition), and the 'share alike' condition, which requires any new work produced using the material to be made available to other people to use under the same terms. One or more of these conditions might apply to the content that you wish to use. Check the terms carefully and only use the material as indicated. The Creative Commons site has detailed factsheets on how to correctly attribute content from the site (for example: www.creativecommons.org.au/content/attributingccmaterials.pdf); and if you really can't find alternative material to use, consider whether the part of the work that will be reproduced is an insubstantial part and what the practical risks to FOP Australia are.

Removing content that infringes copyright

If someone reasonably requests that material be taken down due to copyright infringement, take down the material and discuss the request with the Chair/Communications Officer. Make sure to get in touch with the person to explain why the material has been removed.

Social Media Procedure

Maintaining Charitable Status

FOP Australia is registered with the Australian Taxation Office as a Deductible Gift Recipient (so that donors wishing to donate to FOP Australia may be eligible to deduct the amount of their donation from their taxable income) and also enjoys tax concessions as a Health Promotion Charity.

Given FOP Australia's charitable status, when posting content to social media (or when moderating users' posts), it is important to remember that FOP Australia must remain strictly politically non-partisan.

Privacy

People have a right to their personal information remaining private. As social media is conducted within the public sphere it is important to be mindful of the following:

- do not post or otherwise disclose personal details of individuals such as their home address, age, medical information, or other personal contact details online;
- all images must be relevant and appropriate. Photographs and video of minors should not be posted without parental consent for sharing on social media;
- don't post images of staff or stakeholders on FOP Australia social media sites without their permission;
- if you generate contact lists via FOP Australia social media followers or for social media activities (such as sending out a newsletter) make sure you keep an individual's personal information secure (e.g. by limiting access to the file containing the information, storing the file securely, deleting outdated files, etc); and
- if an individual would like their name, their image or similar removed from a public facing FOP Australia website or social media page, this request should be immediately honoured (even if the person originally gave their consent) and their right for privacy respected.

You should also refer to and comply with FOP Australia's Privacy Policy.

FOP Australia information and confidentiality

Information of a confidential nature should not be posted on any public facing sites, including the FOP Australia website and social media accounts.

Keep the following in mind when dealing with FOP Australia information:

- only provide information in the online sphere that is already publicly available or that has been authorised by the Chair/Communications Officer for release via social media or the website. This includes information about FOP Australia, any staff, Board members of volunteers, or users of our social media sites;
- take appropriate steps to ensure all information released is accurate; and
- direct online requests for confidential information to the Chair/Communications Officer

Social Media Procedure

Always be mindful that a “private” electronic conversation with media (such as on Facebook messenger) can easily be made public and disseminated online – it is never ‘off the record’.

Damage limitation

In the event of a damaging or misleading post being made, the Communications Officer (or a delegate of the board) should be notified as soon as possible, and the following actions should occur:

- the offending post should be removed;
- where necessary an apology should be issued, either publicly or to the individual or organisation involved (as determined by the Communications Officer); and
- the origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the organisation’s reputation, revert to the Media Relations Policy and the Our Community helpsheet: [What to do in a Media Crisis](#).

Moderating social media

Content moderation is the responsibility of the Communications Officer or their delegate.

The reputation of FOP Australia is first and foremost, and this involves maintaining a safe and friendly environment for its supporters.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- excessive or inappropriate use of swearing;
- defamatory, threatening or aggressive attacks on FOP Australia, other individuals, organisations, projects or public figures;
- misleading or deceptive claims about FOP Australia, its affiliations, endorsements or its activities;
- infringement of copyright ;
- breach of data protection or privacy laws;
- repetitive advertisements; or
- topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.\

If a post appears only once:

- remove the post as soon as possible; and

Social Media Procedure

- if possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting FOP Australia's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- remove the post as soon as possible; and
- ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to block, ban and remove posts ultimately lies with the Communication Officer, but may, at their discretion, be delegated to responsible staff and volunteers. In the absence of the Communications Officer this is the responsibility of the chair or a delegate of the board.

The Moderator or their delegate must keep records such as emails, screenshots of of any communication that relates to the removal of content someone has posted or any warnings that are given to that use.

Personal Social Media Use

The public nature of social media means there are many instances where employee/volunteer use of social media (even in a personal capacity) may impact FOP Australia's reputation.

FOP Australia staff, Board members and volunteers should be mindful of the following:

- you are personally responsible and accountable to FOP Australia for the content you publish on social media that relates to FOP Australia staff, Board members and volunteers, activities, services, partners or supporters;
- as a general guide, you should ensure that your use of social media is appropriate, respectful and does not damage FOP Australia's reputation, or have the potential to reflect negatively on FOP Australia, its staff, partners or supporters. You should ensure that you have adequate security settings and that you are mindful of your connections on your personal social media account;
- if you use your personal account for FOP Australia-related purposes (for example, promoting a FOP Australia campaign or sharing a FOP Australia account), you must ensure that you are always politically non-partisan and respectful, accurate and honest as you are representing FOP Australia;
- if approached by a stakeholder or media contact via a personal social media account, you should move the conversation to a work communication medium such as email (or preferably refer to the Chair/Communications Officer. Never discuss confidential information via social media unless you have obtained appropriate permission; and
- staff and board members who comment on FOP-related topics via their personal accounts should use a disclaimer indicating their association with FOP Australia and that their views are their own and not necessarily the viewpoint of FOP Australia.

RELATED DOCUMENTS

- Media Relations Policy

AUTHORISATION

03/02/2020

FOP Australia

FINAL