



## SOCIAL AND ELECTONIC MEDIA POLICY

<b>Policy Number:</b>		<b>Version:</b>	1
<b>Drafted by:</b>	Strategic Finance Executive	<b>Board approval on:</b>	June 2023
<b>Responsible Person:</b>	Strategic Finance Executive	<b>Scheduled Review Date:</b>	June 2024

### INTRODUCTION

Big Yellow Umbrella's use of social media is a part of Big Yellow Umbrella's communications strategy and aims to promote activities, events, and programs, and to strengthen engagement processes within the community and in line with Big Yellow Umbrella's mission. The following policies will come into effect from the date this document is approved, it replaces all other policies if any, relating to social media platforms and social networking sites.

### PURPOSE

The purpose of this Policies and Procedures is to encourage staff and volunteers to generate appropriate and positive social media content in connection with Big Yellow Umbrella.

It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of Big Yellow Umbrella and that posts made through its social media channels do not damage Big Yellow Umbrella's reputation.

This policy sets out guidelines for acceptable use of Social Media Apps by staff and volunteers of Big Yellow Umbrella. Access to Social Media Aps is provided to Big Yellow Umbrella's staff and volunteers for the primary purpose of assisting them in the promotion of the duties applicable to their roles.

The purpose of this policy is also to outline the appropriate use of all electronic media provided by BYU to staff and volunteers for the primary purpose of assisting them in carrying out the duties of their role.

This Policies and Procedures applies to the following inside or outside of any Big Yellow Umbrella workplace:

- Employees
- Board members.
- Volunteers
- Contractors and their employees

Employees, Board members, and Contractors are referred to as "Staff" in these Policies and Procedures.

### POLICIES

Social Media Apps includes but is not limited to:

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

- TikTok
- Reddit
- LinkedIn
- Online chat forums/tools (e.g., WhatsApp, Messenger, WeChat, Viber)

and any other new forms of social media that may emerge from time to time.

Access to Electronic Media Systems and Social Media Aps includes, but is not limited to:

- Email
- Internet
- Intranet including BYU internal systems.
- Voicemail
- Instant messaging and chat facilities
- Online discussion groups

Tools to access Electronic Media Systems and Social Media Aps includes but is not limited to:

- Phones
- Computers / laptops
- Tablets

Staff and volunteers may use Electronic Media Systems and tools provided by BYU for:

- Any work-related purposes
- Limited person use (see procedures)
- More extended personal use under specific circumstances (see procedures).

New accounts or pages on Social Media are NOT to be established without the approval of the Chief Operations Manager or the Strategic Finance Executive.

Postings and comments are to be approved by the Chief Manager Operations prior to being made public and should only be made during normal business hours where possible.

Big Yellow Umbrella may, at its discretion, monitor:

- storage volumes
- internet sites visited and history.
- downloaded volumes.
- suspected malicious viruses.
- instant messaging
- emails
- computer hard drives
- phone logs
- posts, comments, and likes.

## Representing Big Yellow Umbrella on Social Media

It is the responsibility of all **staff and volunteers** to ensure that their use of Social Media Aps conforms to this Policies and Procedures.

Staff and volunteers are expected to be respectful and professional in all communications using Big Yellow Umbrella's Social Media accounts.

### General Guidelines

- Big Yellow Umbrella requires that any participation and/or interaction on its Social Media pages are thoughtful and respectful. Comments/posts that are deemed inappropriate may be deleted at the discretion of the Chief Operations Manager or nominated delegate.
- Comments/ posts that are not in line with Big Yellow Umbrella's Strategic Plan, outcomes and/or core business may also be deleted at the discretion of the Chief Operations Manager or nominated delegate.
- Individuals should not promote personal business or personal agendas that are not related to Big Yellow Umbrella's business and posts/comments promoting personal business or personal agendas may be deleted at the discretion of the Chief Operations Manager or nominated delegate.
- All photographs and media that depict clients of any age can only be posted with prior consent of the client.
- Feedback on Big Yellow Umbrella's activities, events and programs is welcomed, however individuals posting inflammatory remarks or using language deemed inappropriate by the Chief Operations Manager or the Strategic Finance Executive may be barred from the Big Yellow Umbrella's Social Media pages.
- Comments/posts that reflect negatively on Big Yellow Umbrella will be responded to in a timely manner under the direction of the Chief Operations Manager.
- Any personal attacks posted on the Big Yellow Umbrella Social Media pages will be reported to the applicable site's Social Media Administration.
- All electronic media systems and tools such as phones and laptops supplied by BYU to staff, students, and volunteers, remain the property of BYU and must be maintained in good working order, subject to reasonable wear and tear.
- BYU, at its discretion, provides staff and volunteers with tools to perform their role and may install programs or software to track the location and use of these tools. Such programs or software must not be removed without prior written approval from the BYU Leadership Team. BYU reserves the right to monitor the use of its IT equipment at all times, including during any remote working arrangements.

### RESPONSIBILITIES

The Chief Operations Manager and the Strategic Finance Executive are responsible for the implementation and monitoring of all aspects of these Policies and Procedures.

All staff and volunteers are responsible for ensuring they fully comply with this Policies and Procedures.

The Chief Operations Manager has responsibility for overseeing Big Yellow Umbrella's Social Media Strategy. This includes:

- determining which social media platforms are most appropriate for Big Yellow Umbrella to engage in and policing those boundaries.

- ensuring that all posts are in keeping with Big Yellow Umbrella’s mission, core values, and policies.
- recognise persons affected by breach and ensure 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.
- ensuring that appropriate and timely action is taken to repair relations with any persons or organisation offended by an inappropriate post.
- 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.
- developing a strategy for expanding Big Yellow Umbrella’s social media footprint over time

## PROCEDURES

### Electronic Media

**Primary purpose:** to carry out the tasks and duties associated with a particular role.

**Limited personal use:** Staff and volunteers may engage in limited personal use of electronic media systems, whether or not they are provided by BYU, in connection with work where it:

- Is infrequent and brief.
- Does not interfere with the duties of the BYU team.
- Does not interfere with the operation of BYU.
- Does not compromise the security of BYU or its systems.
- Does not compromise the reputation or public image of BYU.
- Does not impact on the electronic storage capacity of BYU.
- Does not decrease network performance (size of emails).
- Incurs no additional expense for BYU.
- Violates no laws.
- Does not compromise any of the confidentiality requirements of BYU.
- Does not breach BYU bullying or harassment policies.
- Does not fall under any of the “unacceptable use” clauses outlined below.

Examples of reasonable personal use would be a brief online banking transaction, paying a bill, checking social media at lunchtime, or sending a brief personal email, text, or phone call.

### Access to electronic data:

BYU may need to access electronic media systems and tools from time to time and may authorize particular staff to inspect saved files and messages. BYU may also recover information that a user has

attempted to delete, and staff and volunteers should not assume that such data will be treated as confidential to BYU.

## **Unacceptable Use**

Staff, volunteers, and students may not use electronic media systems and tools provided by BYU to:

- Create or exchange messages that are offensive, harassing, obscene or threatening.
- Visit websites containing objectionable (including pornographic) or criminal material.
- Exchange any confidential or sensitive information held by BYU (unless in the authorized course of duty).
- Create, store or exchange information in violation of copyright laws (including the uploading or downloading of commercial software, games, music, or movies).
- Undertake internet-enabled gambling or gaming activities.
- Conduct a business or side-project.
- Conduct any illegal activities.
- Conduct any activities that are not in line with BYU's values.
- Create or exchange advertisements, solicitations, chain letters or other unsolicited or bulk emails.
- Play games.

## **Security:**

Staff, volunteers, and students must ensure:

- Tools are shut down, locked, and stored securely when not in use. The updates to security programs happen overnight when the equipment is turned off.
- Tools are never left unlocked or unattended in public for any reason. This is particularly important in keeping client data safe.
- Tools and equipment are never left in a vehicle unless BYU has provided prior approval for this to occur.
- Training is up to date on cyber security and data threats and no unnecessary risks are taken.

## **Loss, theft, damage or unauthorized use of equipment and tools:**

In the event that equipment and tools provided to staff and volunteers by BYU are lost, stolen, damaged or used without authorisation, the Chief Operations Manager or the Strategic Finance Executive must be notified immediately. Steps can then be taken to recover or repair the equipment or tools and secure any private or confidential information.

In the event that equipment and tools are lost, stolen, damaged or used without authorisation as a result of this policy being breached, BYU may, at its discretion, require the staff or volunteer to reimburse BYU for the related costs.

## **Social media**

### **Making A Post/Comment**

Comments and posts on Big Yellow Umbrella's Social Media sites are viewed as official communication of Big Yellow Umbrella and careful consideration should always be given to the nature of posts and comments.

- Posts and comments are to be made on behalf of Big Yellow Umbrella and will therefore not necessarily reflect the individual opinions of staff and volunteers.
- Only content relating to Big Yellow Umbrella or businesses or partnerships associated with Big Yellow Umbrella (at the discretion of the Chief Operations Manager and Strategic Finance Executive) may be made public on Big Yellow Umbrella Social Media pages.
- Careful consideration will be given before approval of posts that address sensitive or controversial topics.
- Big Yellow Umbrella's promotional material must include the name of the program, position title of staff or volunteer involved and contact details in the post. (This information may be available through posting relevant flyers).
- Other organisations may post on Big Yellow Umbrella's Social Media pages. Such requests should be in writing and must include all relevant details including attached promotional material. Inclusion on Big Yellow Umbrella's Social Media pages will be at the discretion of the Chief Operations Manager or nominated delegate. Posts made without appropriate approval or not in line with Big Yellow Umbrella guidelines will be deleted.

### **Standards For Posting/Comments**

- do not criticise clients, colleagues, Big Yellow Umbrella, or related Government Policy.
- respond to others' opinions respectfully and professionally.
- do not harass, bully, or intimidate.
- do not knowingly post inaccurate information.
- acknowledge and rectify any mistakes promptly.
- provide a direct link to online resources and source materials.
- do not do anything that breaches the Big Yellow Umbrella Employee Code of Conduct or terms of employment.
- do not use disrespectful language including offensive slurs and profanities.

### **Best Practice Posting/Comments**

- keep posts/comments short and simple.
- for long posts or announcements, refer people to the website e.g. 'Read more at [www.yellowumbrella.org.au](http://www.yellowumbrella.org.au)
- establish a schedule to maintain posting at regular intervals, (setting a regular schedule ensures the account remains active and encourages more engaged users)
- add flyers to assist promotion (remember to make a brief statement about what is being promoted when uploading promotional flyers)

- include Big Yellow Umbrella's webpage address so users can obtain more information on services, programs, and events.
- ask Users to 'like', 'comment' or 'share' Big Yellow Umbrella posts.
- ask users to tag themselves in photographs/comments.
- All comments about or in connection with Big Yellow Umbrella must be factual and consistent with Big Yellow Umbrella's goals and objectives.

## Damage Limitation

In the event of a damaging or misleading post being made, the Chief Operations Manager or Strategic Finance Executive 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.
- 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 Big Yellow Umbrella's reputation, revert to the Big Yellow Umbrella Board and/or the Institute of Community Directors Australia (ICDA) help sheet: [What to do in a Media Crisis.](#)

## PHOTOGRAPHS

- Photographs posted on social media must have the consent of the individual/s depicted in the photograph.
- Photo consent can be via the completion of the Consent to Photograph form or verbally by a person 16 years of age or older.
- Photo consent may be withdrawn at any time by notifying Big Yellow Umbrella either by phone or in writing.

## Material Posted By Others

Big Yellow Umbrella is committed to protecting its reputation and maintaining a safe and friendly environment for its staff, volunteers, and members.

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. To maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts breach the Content Guidelines in this Policies and Procedures, users may be subject to disciplinary action.

If a post that breaches Content Guidelines appears only once:

- Remove the post as soon as possible.
- If possible/appropriate, contact the poster privately to explain why you have removed the post, highlighting Big Yellow Umbrella'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.
- Ban or block the poster to prevent them from posting again.
- Restrict the posters account.

Banning and blocking should be used as a last resort, and only when 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.

Moderation of social media posts, including any decision to block, ban and remove posts, ultimately lies with the Chief Operations Manager or Strategic Finance Executive, but may, at their discretion, be delegated to responsible staff and volunteers.

## **Consequences Of Breaching The Social and Electronic Media Policy**

Any breach of this Policies and Procedures may result in disciplinary action up to the immediate termination of a staff or volunteer's engagement or employment.

Other disciplinary action that may be taken includes, but is not limited to:

- issuing a warning,
- suspension or disconnection of access to Big Yellow Umbrella's Social Media accounts (whether permanently or on a temporary basis)
- withdrawal of access to and use of Associated Tools

## **Complaints**

Complaints will be handled in line with Big Yellow Umbrella's Complaints Policy.

<b>RELATED DOCUMENTS</b>
Bullying & Harassment in the Workplace Policy
Code of Conduct Policy
Complaints Management Policy
Confidentiality and Declaration Policy
Data Security Policy
Disclosure of Information Policy
Fraud Management Policy
IT Systems Policy
Media & Legal Management Policy
Photographic Consent Policy
Privacy Policy
Staff Induction Policy
Use of Electronic Media Policy
Volunteer Management Policy
WH@S Policy

## **AUTHORISATION**

The Board of Big Yellow Umbrella has reviewed and approved this policy.

Signature of Board Secretary: \_\_\_\_\_

Date of approval by the Board: \_\_\_\_\_

On behalf of the Big Yellow Umbrella



