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| **SOCIAL MEDIA POLICY** |
| **Introduction**  Social media are computer-mediated tools that allow people, organisations and companies to create, share and exchange information in virtual communities and networks[[1]](#footnote-1). Social media has no geographical boundaries, and has the potential for reaching millions of people. As such it must be carefully managed to ensure the reputation of individuals and organisations are protected as much as possible.  **Purpose**  Upper Murray Regional Neighbourhood House Network (UMRNHN) will encourage information and link-sharing amongst its membership, staff and Committee members through the generation of appropriate social media content. Social media provides an effective way for communication to occur amongst members, and between members and the Network.  UMRNHN may choose to engage in social media such as:   * Social networking sites (eg Facebook, LinkedIn, Yammer) * Video and photo sharing sites (eg YouTube, Vimeo, Flickr) * Micro-blogging (eg Twitter, Tumblr) * Blogging * Podcasting * Wikis and online collaborations (eg Wikipedia)   This policy aims to support the use of social media in Network communications, while ensuring that social media content enhances the public image of the Network and does not damage the Network’s reputation in any way.  Due to the fast-moving nature of social media, including the introduction of new tools and mediums, it is important that this policy is reviewed at regular intervals.  **Policy**  UMRNHN will seek to grow its social media base and use this to engage with existing members and other stakeholders.  UMRNHN’s social media use will be consistent with the following core values:   * **Integrity:** UMRNHN will not knowingly post incorrect, defamatory or misleading information about its own work, the work of its members or other organisations, or individuals. In addition, it will post information in accordance with the Network’s Copyright and Confidentiality Policies. * **Professionalism:** UMRNHN’s social media represents the Network as a whole and seeks to maintain a professional and uniform tone. Staff and volunteers may post of behalf of UMRNHN using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals. * **Confidentiality:** UMRNHN staff and volunteers posting information that relates specifically to individual members must gain permission to share that information on social media, including visual images. This does not apply to reposting members’ social media content. * **Information sharing:** UMRNHN encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.   **Authorisation**  UMRNHN Committee of Management Chair  Name: Sue Lees  Date of approval: 18th February 2016 |
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| **SOCIAL MEDIA PROCEDURES** |
| **Responsibilities**  The Network Coordinator will coordinate social media on behalf of the Upper Murray Regional Neighbourhood House Network (UMRNHN).  Volunteers (including the Committee of Management) may post on behalf of UMRNHN where appropriate, using the Network’s online social media profiles. This is to be done with the knowledge of the Network Coordinator.  The Network Coordinator has responsibility for:   * Ensuring all posts are in keeping with the UMRNHN Social Media Policy * Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimizing the risk of a repeat incident * Moderating and monitoring public response to social media, such as Facebook replies to ensure enquiries are followed up and inappropriate posts are dealt with   **Processes**  **Posting to social media**  Before social media posts are made, volunteers and staff should ask themselves the following questions:   * Is the information I am posting, or reposting, likely to be of interest to UMRNHN’s members and stakeholders? * Is the information in keeping with the interests of the Network and its constituted aims? * Could the post be construed as an attack on another individual, organisation or project? * 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 UMRNHN would be happy to associate itself with? * Are the tone and the content of the post in keeping with our other posts? Does it maintain the organisation’s overall tone?   If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Network Coordinator (or Chair).  **Damage limitation**  In the event of a damaging or misleading post being made, the Network Coordinator should take the following actions as soon as possible:   * 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.   **Moderating social media**  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, slanderous or aggressive attacks on UMRNHN, other individuals, organisations, projects or public figures * Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license * Breach of data protection or privacy laws * Repetitive advertisements * 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 * If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting UMRNHN’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.   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.  **Related documents**   * Social Media Policy * Communications Policy * Confidentiality Policy * Copyright Policy   **Authorisation**  UMRNHN Committee of Management Chair  Name:  Date of approval: |

Policy and Procedure adapted from Institute of Community Directors Social Media Policy and Procedures

1. Wikipedia, <https://en.wikipedia.org/wiki/Social_media>, accessed 16/2/16 [↑](#footnote-ref-1)