

FRIENDS OF GEELONG BOTANIC GARDENS SOCIAL MEDIA POLICY

Policy number		Version	1.0
Drafted by	Rosslyn Jablonsky	Approved by	05/08/2024
Responsible person	Secretary	Committee on	
		Scheduled review date	August 2025

1. Introduction

- 1.1 This Social Media Policy outlines Friends of Geelong Botanic Gardens (FGBG)'s expectations of members, volunteers and staff when using social media or making public comments online.
- 1.2 FGBG embraces the use of social media for the promotion of the FGBG's purposes and is committed to ensuring that social media engagement connected with FGBG is lawful, professional and respectful.

2. Purpose

- 2.1 Social media is an important tool that FGBG uses to publicise its activities and solicit public support.
- 2.2 The purpose of this policy is to encourage members, volunteers and staff to generate appropriate social media content in connection with FGBG.
- 2.3 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of FGBG and that posts made through its social media channels do not damage the FGBG's reputation.

3. Scope

This policy applies to:

Staff	Committee	Volunteers	Members
✓	✓	✓	✓

- 3.1 Social media includes, but is not limited to, engagement on:
 - a) Twitter
 - b) Facebook
 - c) Instagram
 - d) Pinterest
 - e) Google+
 - f) WordPress/Blogger
 - g) YouTube/Vimeo
 - h) iTunes/Podcasting

- i) Snapchat
- j) TikTok
- k) Reddit
- l) LinkedIn
- m) Online chat forums/tools (e.g. WhatsApp, Messenger, WeChat, Viber)
- n) and any other new forms of social media that may emerge from time to time

4. Values

4.1 FGBG's social media use shall be consistent with the following core values:

- a) **Integrity:** FGBG will not knowingly post incorrect, defamatory or misleading information about our own work or the work of other organisations or individuals. In addition, we will post in accordance with the organisation's Privacy policy.
- b) **Professionalism:** FGBG's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Members, volunteers and staff may, from time to time and as appropriate/authorised, post on behalf of FGBG using our online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- c) **Information Sharing:** FGBG encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, and of interest to our members.

5. Policy

5.1 All posts that relate to FGBG must meet content guidelines for use of social media. This includes:

- a) posts on or connected with FGBG's social media accounts (**Professional Social Media Use**); and
- b) posts on Members, volunteers and staff' own social media accounts (**Personal Social Media Use**).

5.2 Professional Social Media Use

The Committee may approve an individual to post on FGBG's social media accounts (**Approved Poster**). In determining who should be an Approved Poster, the Committee may consider:

- a) the extent of control FGBG has over the individual
- b) whether the individual has the appropriate communication skills
- c) what understanding the individual has of the risks of social media use
- d) current and former responsibilities and how the individual performed in those roles

Only Approved Posters should have access to social media account passwords and logins.

The Secretary must keep records of Approved Posters and review the appropriateness of approvals on an annual basis.

5.3 Personal Social Media Use

Subject to this Policy, Members, volunteers and staff should seek prior approval from the Committee before engaging in Personal and/or Professional Social Media Use about or connected with FGBG, save for promoting or supporting FGBG's activities.

Members, volunteers and staff that are not Approved Posters may engage in Personal and/or Professional Social Media Use about or connected to FGBG without prior approval from the Committee, provided that the use complies with the Social Media Policy, Content Guidelines and Procedure.

6. Content guidelines

- 6.1 FGBG respects the right of Members, volunteers and staff to participate in political, advocacy and community activities.
- 6.2 Members, volunteers and staff should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. FGBG expects members, volunteers and staff to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.
- 6.3 When engaging in Professional Social Media Use, FGBG expects that members, volunteers and staff will:
 - a) be professional and respectful
 - b) promote the best interests of FGBG
 - c) not include misleading or deceptive statements or inferences
 - d) refrain from inappropriate swearing
 - e) only include intellectual property (such as photos, videos and quotes) that FGBG has permission to use or that do not require permission to use
 - f) comply with FGBG's Privacy Policy.
- 6.4 When engaging in Personal and/or Professional Social Media Use, members, volunteers and staff must also ensure that they:
 - a) don't use a work email address to register personal social media accounts
 - b) refrain from conduct that has the potential to damage FGBG's reputation
 - c) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other members, volunteers and staff, clients or stakeholders of FGBG
 - d) don't make comments that are, or could be perceived to:
 - i. be made on behalf of FGBG, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedure
 - ii. compromise the Worker's capacity to fulfil duties in an impartial and unbiased manner
 - e) are mindful that their behaviour is bound by FGBG's *Code of Conduct Policy*, even outside work hours (e.g. comments made on social media about a colleague)
 - f) make clear that any views expressed in Personal Social Media use are their own and not those of FGBG. (However, this will not necessarily protect them from breaching the Policy).

7. Responsibilities

- 7.1 The Committee shall nominate a Social Media Manager to co-ordinate FGBG's social media management.
- 7.2 Members, volunteers and staff may, from time to time, post or comment on the activities of FGBG and where appropriate/authorised, post on behalf of FGBG using the organisation's online social media profiles. Unless a member, volunteer or staff is promoting or supporting the activities of FGBG, this should only be done only with the express knowledge and authorisation of FGBG.
- 7.3 The Committee has responsibility for overseeing the organisation's Social Media Strategy. Their role includes:
- a) Determining which social media platforms are most appropriate for FGBG to engage in, and policing those boundaries
 - b) Ensuring that all posts are in keeping with FGBG's mission, core values, and policies
 - c) Ensuring 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
 - d) Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post
 - e) 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
 - f) Developing a strategy for expanding our social media footprint over time

8. Breaches

- 8.1 If a member, volunteer or staff breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including the termination of their engagement or membership.

9. Related Documents

- 9.1 Social Media procedure (attached below)
- 9.2 Privacy Policy
- 9.3 IT and email use
- 9.4 Workplace Health & Safety Policy
- 9.5 Confidentiality Policy

10. Legislation & Industrial Instruments

- Copyright Act 1968 (Cth)
- Privacy Act 1988 (Cth)
- Defamation Act (state and territory specific)

This policy & procedure is not intended to override any industrial instrument, contract, award or legislation.

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SOCIAL MEDIA PROCEDURES

Procedure number	1.0	Version	1.0
Drafted by	Rossllyn Jablonsky	Approved on	05/08/2024
Authorised person	Secretary	Scheduled review date	August 2025

1. Procedures

1.1 Posting to social media

Before social media posts are made, volunteers, members and staff should ask themselves the following questions:

- a) Is the information I am posting, or reposting, likely to be of interest to FGBG's members and stakeholders?
- b) Is the information factual and true? Does it emanate from a reliable source?
- c) Is the information in keeping with the interests of the organisation and in line with the organisation's mission, work, and core values?
- d) Could the post be construed as an attack on another individual, organisation or project?
- e) Would FGBG's supporters be happy to read the post?
- f) 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?
- g) If reposting information, is the original poster an individual or organisation that FGBG would be happy to associate itself with?
- h) Is the tone and the content of the post in keeping with other posts made by FGBG? 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 **Social Media Manager**. A few moments spent checking can save the organisation big problems in the future. If in doubt, leave it out.

1.2 Damage limitation

In the event of a damaging or misleading post being made, the **Social Media Manager** should be notified as soon as possible, and the following actions should occur:

- a) The offending post should be removed.
- b) Where necessary, an apology should be issued, either publicly or to the individual or organisation involved.
- c) 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, please notify the FGBG Committee of Management immediately.

1.3 Moderating social media

FGBG is committed to protecting its reputation and maintaining a safe and friendly environment for its employees, 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. 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 breach the Content Guidelines in the Policy, users may be subject to disciplinary action.

If a post that breaches Content Guidelines appears only once:

- a) Remove the post as soon as possible;
- b) If possible/appropriate, contact the poster privately to explain why you have removed the post, highlighting FGBG's posting guidelines.

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

- a) Remove the post as soon as possible;
- b) Ban or block the poster to prevent them from posting again.

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 **Social Media Manager**, but may, at their discretion, be delegated to responsible staff and volunteers.

