

SOCIAL MEDIA POLICY

Policy number	NPC-008	Version	1.0
Policy Group	National Programs & International Programs	Recommended by the National Programs Committee	22 January 2020
Drafted by	Deneille Sutton	Approved by the Board	18 February 2020
Responsible person	Executive Officer	Scheduled review date	December 2021

INTRODUCTION

Social media such as Twitter, Facebook, YouTube and blogging represent a growing form of communication within the community and is used by School Sport Australia to engage with their members, participants, their families and the wider public.

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

PURPOSE

School Sport Australia may choose to engage in social media such as:

- Facebook
- Instagram
- Twitter
- YouTube
- And, other social media platforms as they are created.

School Sport Australia seeks to encourage information and link-sharing amongst its members, participants and their families, staff, suppliers and volunteers, and seeks to utilize the expertise of its employees and volunteers in generating appropriate social media content.

Social media posts should be in keeping with the image that School Sport Australia wishes to present to the public and posts made through its social media channels should not damage the organisation's reputation in anyway.

POLICY

Social media posts should be respectful of others and adhere to SSA values of:

- Honesty
- Integrity
- Transparency

School Sport Australia's social media use shall be consistent with the following key themes:

- **Integrity** - School Sport Australia will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals.
- **Professionalism** - School Sport Australia's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of School Sport Australia using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing** - School Sport Australia encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

School Sport 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.

Social media posts will generally only be published during SSA office hours unless prior arrangements have been with approval of the Executive Officer.

AUTHORISATION

A handwritten signature in black ink, appearing to read "Peter R. Smith", enclosed in a thin black rectangular border.

Signature of Chairperson of National Programs Committee

SOCIAL MEDIA PROCEDURES

Procedure number	NPC-008	Version	1.0
Drafted by	Deneille Sutton	Approved by Executive Officer	24 February 2020
Responsible person	Executive Officer	Scheduled review date	December 2021

RESPONSIBILITIES

It shall be the responsibility of the Executive Officer and Operations Manager to implement this policy and monitor its effects.

The Operations Manager will oversee expansion of social media and help to develop the Social Media strategy in line with the organisation's Communication Policy and Procedures.

Staff and volunteers may from time to time and where appropriate post on behalf of School Sport Australia using the organisation's online social media profiles. This is to be done only with the express knowledge and authorization of the Operations Manager.

The Operations Manager has responsibility for:

- Ensuring that all posts are in keeping with School Sport 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 minimizing 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.
- 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.

Delegation

Social media is often a 24/7 occupation; as such, such responsibilities as outlined above may be delegated by the Operations Manager to another appropriate staff member/volunteer. It is noted however that social media posts will generally only be published during SSA office hours unless prior arrangements have been with approval of the Executive Officer.

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 School Sport 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 School Sport Australia's members be happy to read the post?
- 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 School Sport Australia would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by School Sport Australia? 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 Operations Manager. A few moments spent checking can save the organisation big problems in the future.

Damage limitation

In the event of a damaging or misleading post being made, the Operations Manager 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.

Moderating social media

The reputation of School Sport Australia is first and foremost, and this involves maintaining a safe and friendly environment for its 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 contain one or more of the following, it is time to act:

- Excessive or inappropriate use of swearing
- Defamatory, slanderous or aggressive attacks on School Sport Australia, 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 School Sport 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
- 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.

ATTACHMENTS

- Nil

RELATED DOCUMENTS

- Nil

AUTHORISATION

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke extending to the right.

Signature of Executive Officer