



Communications and Social Media Policy

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Purpose

This policy provides basic guidelines about what is appropriate to post on social media sites, an overview of privacy and legal issues, and some general rules about using social media.

Scope

This policy applies to all personnel and any consultants or contractors the organisation may engage.

It is the responsibility of personnel, consultants and contractors to have a full understanding of the standards and behaviours outlined in this document.

Definitions

The organisation, St Kilda Mums, we, us, our – St Kilda Mums Inc., also trading as Eureka Mums and Geelong Mums

Personnel – staff and volunteers of the organisation, whether paid or not.

Policy

The overall message is one of empowerment, not control and restriction. These guidelines can be applied across many social media tools. Social media is a broad term which generally refers to any form of electronic communication that allows parties to communicate one to one or as part of a group.

1. Social media use

- Individuals must take responsibility for their activities on social media and use sound and considered judgment about what material appears (or has the potential to appear) online, and in what context
- Individuals must commit to high standards of professionalism when representing the organisation online
- The organisation's goal is to build online communities in order to share expertise and serve the organisation's mission and service better
- The organisation's network helps provide aid to people quickly and effectively. This means the focus of our communications should not be about marketing other businesses (excluding where there is a mutual benefit to the organisation)
- We may use the communication channels to thank businesses publicly for their support of cash donations or goods in kind

- If an individual or business wishes to promote their goods or services by linking to the organisation, they must first obtain the organisation's written approval in accordance with the organisation's cause related marketing policy
- All announcements of a serious nature must be signed off by the CEO. i.e. government advice, change of service or operations, serious incident reports etc.

2. Principles of social media communications:

- Be respectful and polite at all times
- Not express opinions that are political or religious in nature
- Delete or hide content that is off-topic or inappropriate in character. If in doubt, get a second opinion
- Link to online references and source material often
- Acknowledge mistakes quickly
- Be honest and authentic
- Engage in conversation
- Think before posting, and ensure content is accurate and factual

Reference Documents

The following documents are to be used in conjunction with this policy:

- a. Cause related marketing policy

Review

This policy will be reviewed and updated every two years or sooner if required.

It will be approved by the Board and readily accessible by all staff via the People & Policy App on Salesforce.

This policy will be published on the organisation's website.

Any questions in relation to the policy, please contact the CEO.