

5. Social Media Policy

Summary

Lord Somers Camp and Power House (LSC&PH) Board members, employees, members, and volunteers are expected to not use social media in any way or ways that are not within the organisation's values, would be considered to be discrimination, harassment or bullying, or would otherwise cause harm to any individual, group, or LSC&PH as an entity.

Policy Statement

LSC&PH employees, members, volunteers and Board members will utilise social media in a manner that maintains the organisation's strong reputation, cannot be construed as discrimination, harassment or bullying, and promotes the organisations values of

- **Fun** – we find fun in everything we do, and we learn through play
- **Friendship** – We promote lifelong friendships through working together and the sharing of experiences
- **Care** – We work in a voluntary capacity to care and support others without seeking recognition. We also care for ourselves
- **Acceptance** – We accept other people, their values and their differences. We offer equality of opportunity
- **Belonging** – We provide a place where everyone can belong regardless of gender identity, age, culture, sexuality or ability.

Definitions

Employee	Any person employed by Lord Somers Camp and Power House.
Executive Team	A leadership team for a specific LSC&PH program or activity. Specific members/ roles of an Executive Team are at the discretion of the Program or Activity Leader.
Leader	Any person (paid or unpaid) over the age of 18 who is responsible for the control and safety of members/volunteers placed in their care whilst holding a formal position in Lord Somers Camp and Power House. A leader could include but is not limited to: <ul style="list-style-type: none"> • Camp Leaders • Deputy Camp Leaders • Executive Officers

5. Social Media Policy

	<ul style="list-style-type: none"> • Programs Leader • Slushie King and Slushee Queen • Heads of Departments
Member	Any person who has a current membership subscription to LSC&PH, including various life memberships, term membership or honorary life membership.
Non-official accounts and pages	A non-official page is permitted however the administrator of these page(s) should adhere to this Social Media policy and where possible, these pages must be closed / private.
Official accounts	An official LSC&PH social media account (be it a webpage, blog, Facebook, Twitter, etc.) should stipulate within its bio, page or description that it represents LSC&PH. An official account, user or page must be approved by the CEO of LSC&PH.
Official use	Instances where an employee, volunteer, Board member, member or supporter is using social media as a representative of LSC&PH program, activity or group. Users must comply with this policy and the guidelines for use.
Participant	Any person who attends an LSC&PH program as a participant or a grouper.
Personal use	<p>Instances where an individual (employee, volunteer, member or supporter) is using social media as themselves, not as an official representative of LSC&PH. This includes people who identify in their personal profile/user account, posts or comments as members, volunteers or worker for LSC&PH.</p> <p>Personal posts which reference LSC&PH must comply with this policy and the guidelines for use.</p>
Social media	<p>Any activity or conversation that occurs online, where people can share information or data that might impact LSC&PH, members or participants.</p> <p>It is any online media or environment that allows for interaction and/or participation. For example:</p> <ul style="list-style-type: none"> • Social networking and micro-blogging sites like Facebook, Twitter, • Video and photo sharing sites like Instagram, Flickr, YouTube & Vimeo

5. Social Media Policy

	<ul style="list-style-type: none"> • Online forums, discussion boards and blogs, including comments
Volunteer	Any Non-member who attends LSC&PH activities as a member of the camp's staff under direction of a Camp Leader.

Responsibilities

Board	Ensure that the organisation has processes in place that reduce the likelihood and / or mitigate the consequences of harm occurring through the use of social media in either official or personal use.
CEO	<p>Ensure that staff are aware of this policy and provide training, where required, to ensure this understanding.</p> <p>Ensure that supervisors follow performance management and / or misconduct processes for any proven instances misuse of social media in breach of this policy.</p>
All Staff (Employees and Volunteers)	<p>Follow the requirements of this policy.</p> <p>Undertake training, as required</p> <p>Seek clarification on any aspect of the policy that you do not understand.</p>

Guidelines

These Guidelines have been developed for use in either of the following:

- Personal social media use
- Official LSC&PH social media accounts

5. Social Media Policy

Personal social media use

Do	Don't
<ul style="list-style-type: none"> • Always act in ways that reflects the organisations values of Fun, Friendship, Belonging, Care and Acceptance. • Be sincere in your contributions. Post with purpose - to inspire, enable or share with fellow LSC&PH members and interested members of the public. • Respect that other people have different points of view, experiences, passions, time commitments, budgets and confidence levels. • Promote robust and healthy discussion. • Use the appropriate platform for your message. • Keep it legal. • Keep it relevant to Lord Somers Camp and Power House. • Protect yourself by ensuring that you utilise the privacy settings available to you on social networking sites, and do not allow open public access. • Champion LSC&PH programs and activities • Create events through the main page instead of creating separate pages and events where possible. • Keep your personal on-line profile private. <p>If 'reposting' LSC&PH owned or produced or curated images /content on your social media page, ensure that you hashtag <i>#repost</i> and attribute the content to LSC&PH. You must not edit or alter LSC&PH owned, produced or curated images /content.</p>	<ul style="list-style-type: none"> • Create content of a discriminatory or derogatory nature. Rich debate can be done without being offensive, humiliating or intimidating based on any grounds on which discrimination or harassment is unlawful. • Harass an individual with malicious content. This includes spreading rumours, posting inflammatory comments, humiliating photos and initiating pages or groups for this specific purpose. • Post personal details or private information about any other person • Impersonate another person or organisation • Post photographs of participants (e.g. groupers or equivalent) taken at any LSCH&PH camp or program. This is to ensure their right to privacy • Use any LSC&PH logos or branding on any social media platform except where a logo/branding appears incidentally in the background of a video/photo. • Advertise or spam, or use the forum to promote a business or website, commercial or otherwise • Post your job title, organisational details, contact details or office address within your social media bio unless LSC&PH provides you with prior written approval. • Use coarse / offensive language • Discuss how to commit illegal activity • Accept 'friend requests' from program/activity participants

5. Social Media Policy

Do	Don't
<p>It is strongly recommended that LSC&PH staff and members have the following info set to the 'Friends Only' privacy settings on Facebook:</p> <ul style="list-style-type: none"> • Personal info (e.g. Family, Relationships, Religious/Political views etc.) • Phone numbers • Address • IM Screen Name • Email Address • Posts on your timeline • Photos/Videos • Tagged posts • Who can send you private messages <p>The same privacy recommendations apply for Instagram.</p> <p>Employees and volunteers (including Board members) are encouraged to set their profile to private, and simply ignore any follow requests from program/activity participants under the age of 18.</p> <p>If you choose to have a public profile and identify yourself as LSC&PH staff, member or Board member, there is an expectation that your profile and activity would reflect LSC&PH's Values.</p> <p>If you have any queries about how to change your social media privacy settings, or how you use social media, please contact the LSC&PH office.</p>	<p>LSC&PH staff and members are not allowed to be "friends" with program/activity participants under the age of 18 on social media, unless there was a pre-existing relationship (i.e. a relationship that existed before a person became a program/activity participant or a relationship that existed before a person became involved in LSC&PH as staff or as a member). This is to help protect your privacy and to manage the expectations of program/activity participants.</p> <p>To help you manage this rule of engagement, here are some tips:</p> <ul style="list-style-type: none"> • If a program/activity participant sends you a friend request or follow, simply ignore it. • If a program/activity participant asks why you can't be their "friend" online, tell them that our Social Media Guidelines don't allow it. You can, however, encourage participants to 'like' or 'follow' LSC&PH Facebook, Instagram or Twitter, to be kept up to date with the programs and activities being run and other news from the organisation. <p>If you are concerned about a participant's activity on Social Media in any way, please call the LSC&PH Office.</p>

5. Social Media Policy

Official LSC&PH social media accounts

Prior authorisation must be obtained before using social media for official LSC&PH purposes and setting up or posting to an official LSC&PH social media account.

Do	Don't
<ul style="list-style-type: none"> ✓ Be mindful that your communications are representing LSC&PH. ✓ Be respectful of all individuals and communities who you communicate and interact with online. ✓ Be polite and respectful of others' opinions, even in times of heated discussion/debate. ✓ Obtain prior consent to feature any LSC&PH employees or contractors in any photo / video. ✓ Ensure all content that you communicate is factually accurate and not misleading. ✓ Ensure that your content complies with LSC&PH's policies and procedures (including the Privacy Policy, Client Protection Policy and Code of Conduct). ✓ Only offer advice, support or comment on topics within your area of expertise responsibility and that you have authority to do so. ✓ Comply with all applicable laws including those relating to copyright and privacy ✓ Comply with the Terms of Use of the relevant social media platform. ✓ Escalate any instances that violate this policy or content of social media that is or potentially is damaging to LSC&PH's brand. ✓ Immediately report any suspicious activities /hacking of the business social media account. ✓ Only use secure network / WIFI when accessing /posting on the account. 	<ul style="list-style-type: none"> X Use, disclose or comment on confidential or sensitive LSC&PH information. X Publish personal views / opinions X Communicate anything that might damage reputation, commercial interests, or reputation, or the confidence of LSC&PH. X Communicate any material that is defamatory, disparaging, threatening, harassing, bullying, victimising, discriminatory or hateful to another person or entity including any of LSC&PH's employees, contractors, suppliers, partners, customers or competitors. X Be the first to make an announcement about LSC&PH, its brands, products or services unless specifically given permission to do so. X Disclose another person's personal information on any social media platform. X Use music or sound in your content that you do not have a commercial license for. This includes music available on the Instagram and Tik Tok music library. X Provide access to and / or allow anyone else to use / post comments on the LSC&PH account on your behalf other than authorised users from LSC&PH. X Use the account for any other purpose other than what is contained in this Policy and not use your position as an employee to obtain a personal and / or financial advantage not authorised by LSC&PH.

5. Social Media Policy

Naming conventions

All official users of LSC&PH social media should follow our standardised naming protocol, to ensure social media users, supporters and the public can find and obtain information relevant to them. This requires Lord Somers Camp and Power House to be reduced to lscph. See the following examples:

Facebook

- facebook.com/lscph
- facebook.com/groups/lscph

Twitter

- @lscph
- @lscph_ceo

Policy breach

Misuse of social media can have serious consequences for LSC&PH employees, volunteers, members and/or supporters. If misuse takes place this would result in the implementation of the LSC&PH Code of Conduct, **which may result in disciplinary action.**

Monitoring posts

Monitoring of posts will be overseen by the office. However all employees, volunteers, Board members, and members are asked to self-manage the pages and advise the office of any use in breach of the policy for further action if required.

Reporting abuse

'Report Abuse' email info@lordsomerscamp.org.au lets users notify employees of a breach of policy. Reporting needs to be very specific, outlining the exact location of the inappropriate material, the person who posted it and time of posting, a screenshot if possible, as well as the contact details of the person reporting the breach.

Deleting posts

LSC&PH and social media administrators hold the right to remove content, comments and posts. LSC&PH will not delete content unless it contravenes this policy or is a breach of the Code of Conduct. Deleting can only be done by an administrator or the person who originally posted the comments.

5. Social Media Policy

Complaints

Complaints and negative content regarding LSC&PH will not be removed unless they breach this policy or the Code of Conduct. Where possible an administrator may wish to contact the complainant to resolve the issue or complaint.

Other relevant policies and procedures

There are a number of LSC&PH policies which support or relate to the Social Media Policy including, but not limited to:

- Code of Conduct
- Client Protection Policy
- Privacy Policy
- Risk Management Policy

Policy review

This policy will be reviewed every three years by the Communications Committee or sooner if warranted by internal or external events or changes.

Changes to the policy will be recommended for resolution by the LSC&PH Board.