

Social Media Policy

SUMMARY

Lord Somers Camp and Power House is continuing to develop its range of social media channels to better engage staff, members, volunteers, and supporters. These channels are used for marketing and communications purposes and provide a platform for our audiences to engage with the organisation and each other.

This document aims to establish a process by which Lord Somers Camp and Power House’s online communications can be managed with the best interests of the organisation’s brand and reputation. This policy also sets out expected behaviour for people using social media related to Lord Somers Camp and Power House programs and activities.

1. INTRODUCTION

a. Purpose

This Social Media Policy is intended to provide employees, volunteers, members and supporters of Lord Somers Camp and Power House with clarity on the use of LSC&PH social media platforms. This Social Media Policy was adopted for use by Lord Somers Camp and Power House’s Board on 30 May 2016

Social media refers to any online media or environment that allows for interaction and/or participation. For Example:

- Social networking and micro-blogging sites like Facebook, Twitter,
- Video and photo sharing sites like Instagram, Flickr, YouTube & Vimeo
- Online forums, discussion boards and blogs, including comments

b. Responsibility

This policy applies to all people who work, volunteer, are members of, or represent Lord Somers Camp and Power House. Employees and Leadership teams must ensure that this policy is applied within their programs and activities.

All relevant organisations within Australia are bound by Federal and State legislation and principles established through common law. Lord Somers Camp and Power House are committed to adhering to all relevant legislation.

c. Definitions

Social Media

For the purpose of this policy, Social Media is defined as any activity or conversation that occurs online, where people can share information or data that might impact LSC&PH, members or participants.

Official Use

Official use is defined as an employee, volunteer, member or supporter using social media as a representative of LSC&PH program, activity or group. Users must comply with this policy and the guidelines for use.

Personal Use

Personal use is defined as an individual (employee, volunteer, member or supporter) 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. Personal posts which reference LSC&PH must comply with this policy and the guidelines for use.

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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 sanctioned by the CEO of LSC&PH.

Non-Official Accounts and Pages

A non-official page is permitted however the administrator of these page(s) should adhere to the Social Media policy and where possible, these pages must be closed / private.

Employee: means any person employed by Lord Somers Camp and Power House.

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:

- Program Leaders
- Camp Leaders
- Deputy Camp Leaders
- Executive Officers
- Slushie King & Slushee Queen
- Heads of Departments

Members: any person who has a current membership subscription to LSC&PH, including various life memberships, term membership or honorary life membership.

Volunteers: any Non-Member who attends LSC&PH activities as a member of the camp's staff under direction of a Camp Leader.

Participant: any person who attends an LSC&PH program as a participant or a grouper.

2. GUIDING PRINCIPLES

All Lord Somers Camp and Power House staff, volunteers, members, and supporters are encouraged to participate in social media. Whenever a staff member, volunteer, member or supporter is interacting on social media, whether in an official or personal capacity (in relation to a LSC&PH program), the following guiding principles should be adhered to:

DO:

- 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.

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- Champion LSC&PH programs and activities
- Create events through the main page instead of creating separate pages and events where possible.
- Keep your on-line profile private

We strongly recommend that LSC&PH Staff and Members have the following info set to the ‘Friends Only’ privacy settings on Facebook:

- 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

The same privacy recommendations apply for Instagram. We strongly encourage you to set your profile to private, and simply ignore any follow requests from Program/Activity Participants under the age of 18. If you choose to have a public profile, and identify yourself as LSC&PH Staff or as a Member, there is an expectation that your profile and activity would reflect LSC&PH’s Values. 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.

DON’T:

- Create content of a discriminatory or derogatory nature. Rich debate is wonderful, and you can do it without being offensive, humiliating or intimidating based on:
 - race, colour, ethnicity, nationality or physical characteristics
 - gender identity or sexual orientation
 - religion or non-religious viewpoints (i.e. secular humanism, atheism)
 - political belief of activity
 - socio-economic status
 - age
 - pregnancy
 - breastfeeding
 - employment activity
 - industrial activity
 - marital status
 - lawful sexual activity
 - physical, mental or intellectual disability/impairment
 - the ways people express themselves
 - personal association (whether as a relative or otherwise) with a person who is identified by reference to any of the above attributes
- 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
- Advertise or spam, or use the forum to promote a business or website, commercial or otherwise
- Use coarse language

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- Discuss how to commit illegal activity
- Get Facebook Friendly with Program/Activity Participants

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 (i.e. to ensure Program/Activity Participants do not send you a message at 11pm on a Friday night indicating they need your support).

To help you manage this rule of engagement, here are some tips:

- 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’ The LSC&PH Facebook page, or ‘Follow’ us on Instagram or Twitter, to be kept up to date with the Programs and Activities that we’re running and other news from the organisation.

If you are concerned about a Participant’s activity on Social Media in any way, please call the LSC&PH Office.

3. 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

4. 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.**

5. MONITORING POSTS

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

6. 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.

7. DELETING POSTS

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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.

8. 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.

9. SUPPORTING POLICIES

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

10. REVIEW OF POLICY

This Policy will be reviewed every two years, by the LSC&PH Risk Committee, or sooner if warranted by internal or external events or changes. Changes to the Policy will be recommended by the Risk Committee to the Board.

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