

10.2 Social Media Policy

1. Purpose

Aldinga Community Centre has chosen to open online social media platforms under the Aldinga Community Centre banner to better engage with the community.

It is the purpose of this policy to detail the roles and responsibilities of the Centre's Board, Community Development Officer (CDO), Moderators, Staff and Volunteers in regard to the content, use and endorsement of the Centre in relation to Social Media and the WEB Page.

It is the responsibility of the Centre's Board to ensure that this policy is implemented. It is the responsibility of the Centre's Community Development Officer to ensure that the procedures are implemented.

2. Principles

The Centre recognises its legal and ethical responsibility to the community, the Centres reputation and the use of social media for promotion of the Centre and to ensure the safety, confidentiality and well-being of all who use or contribute to it.

We require any staff, moderators or volunteers who administer or contribute to an official Aldinga Community Centre social media site or the WEB, contribute to a third party site in a Aldinga Community Centre representative capacity, or refer to Aldinga Community Centre business in a personal capacity, to demonstrate standard of conduct and behaviour that are consistent with the following;

- Social Media Policies and Procedures
- Social Media User Guide
- Centre Code of Conduct
- E-Communication Code of Conduct

This policy and associated procedures are designed to assist volunteers and staff who are setting up, administering or contributing to a social media or our WEB site on behalf of Aldinga Community Centre.

3. Definitions

Social Media - A broad term that encompasses a wide range of web-based and mobile technologies which enable the reaction and exchange of user-generated content. In other words, social media enables interactivity rather than a one-way delivery of static content. Social media can include text, audio, video, images, podcasts and other multimedia communications. Current example of social media sites are Facebook, LinkedIn, Twitter, Yammer and YouTube.

Web 2.0 - This term generally refers to the second generation of the World Wide Web: technologies which have enabled the use of the web as a more social site where users participate by generating their own content alongside the content provided by the websites.

Site/forum owner - The owner is responsible for the overall management of the social media site.

Site/forum moderator - A moderator's role is to manage the day-to-day affairs of a social media site, particularly in relation to user contributions and interactions. Moderators are appointed by the site owner and are granted access to the posts of all site members.

Cyber Bullying - Cyberbullying is bullying which uses e-technology as a means of victimising others. It is the use of an internet service or mobile technology-such as email, chat room discussion groups, instant messaging, webpages or SMS (text messaging)- with the intention of harming another person.

4. Policy

The Centre is committed to the production of social media and Web content which is of value to the community that informs, educates and alerts the community to information that can be of some assistance to them.

Social media hours are the same as Aldinga Community Centre's opening hours. All interactions via Aldinga Community Centre social and Web Aldinga Community Centre must occur only during this time.

Note: It is at the discretion of the Aldinga Community Centre Management team to allow exceptions for special events, etc.

Aldinga Community Centre has the right and obligation to moderate all interactions with any and all Aldinga Community Centre social media platforms.

Engagement

Aldinga Community Centre Board of Management will ensure all appointed volunteers and staff managing social media on behalf of Aldinga Community Centre adhere to the following:

- Be responsible for what they write -- ensure that they exercise good judgment and common sense.
- Always be considerate of the community and anyone who engages with us.
- Refrain from comments that can be interpreted as slurs, demeaning, inflammatory, etc.
- Respect copyrights and fair use: always give people proper credit for their work, and make sure they have the right to use something with attribution before we publish.
- Never share confidential or proprietary information.
- All content must be neutral and aligned with Aldinga Community Centre -- never post or respond with any personal, religious or political beliefs or opinions.

Aldinga Community Centre has the right and obligation to moderate all interactions with any and all Aldinga Community Centre social media platforms.

To engage with the community and serve them more effectively, the 'Terms of Use' and 'E-Code of Conduct' will apply to interactions on social media page. Aldinga Community Centre reserves the right to delete comments and ban users that breach these rules:

Content Principles

Content for our site will be:

Varied – we will cover a broad base of content types and sources to retain interest levels.

Frequent – social media users will expect regular updates. Frequency will depend on, and be appropriate to, the tool used.

Sharable – we will make it easy for others to share our most important news, announcements and information, for example, by providing the option to post links to Twitter and Facebook.

Timely – in keeping with the immediacy of social media, our posts will be about issues of relevance today or events and opportunities coming soon. For example, it will not be appropriate to cycle such information without a current 'hook'

Credible – whilst posts may occasionally be 'fun', we will ensure that we can defend their relations back to Centre objectives and that of the site. Where possible, there should be an actual link to related content or a call to action, to make this credibility explicit.

Using Photo's

The Board will ensure to be careful in selecting and publishing photographs as :

- Photographs are covered by copyright law the moment they are taken. We will not use someone else's photographs unless we have their permission, and we will always give credit to the photographer as a courtesy or as required by law.
- When adults are featured in a photograph and they are easily identifiable, we will ensure a 'Consent Form' has been signed by the person in the photograph.
- When children are identifiable in a photo, we will not use the photograph without the parent, caregiver's permission and a signed 'Consent Form' has been completed.

Tone of Voice

All Aldinga Community Centre volunteers and staff will adhere to the 'Style Guide' as determined by the Board.

In terms of Blogging content volunteers and staff are encouraged to use their own voice as this allows them to bring their own flavour to the conversation. However, all blogs will have to be approved by the nominated moderators of Aldinga Community Centre before being published to ensure they are aligned with Aldinga Community Centre and the Policies and Procedures of the Centre.

Responding to Posts

It is widely acknowledged that active listening can be more important and productive than responding to each and every negative comment, which may be perceived as over-zealous and could damage our reputation. For this reason, comment must be limited to those authorised moderators who have an understanding not only of centre policy and issues but also of social media techniques and Aldinga Community Centre acceptable engagement practices. In this organisation the Board will delegate this responsibility.

Moderation

Any form of online communication that canvasses the view of our communities and stakeholders may attract comments that are offensive, inappropriate or irrelevant, many of which will require some form of moderation. As such the Board will appointment moderator/s as they deem appropriate.

There are two main types of moderation that can be applied to social media tools.

- Pre-moderation – where all content must be approved by a moderator before it is published to the site. The Board will appoint a moderator/s for this purpose.
- Post-moderation – will not see all the content on site but will see all complaints/negative/inappropriate posts from users and will respond to these where deemed to be appropriate.

Principles of Moderation

All moderators appointed by the Board will be familiar with these principles:

- The moderation process must be objective and impartial and avoid any perception that posts are being censored for the persons own opinions, ethics or morals.
- The moderation process must be sensitive to the diversity of our communities and the broader public. It must avoid any perception that it is being applied in a discriminatory manner.
- The moderator must inform the poster about why a post has been rejected and give them an opportunity to resubmit an edited version.
- The moderator must respond in a timely manner.
- The moderator should allow negative comments to be published as long as they comply with the sties terms of use. Remember that negative comments can also create opportunities as long as we respond directly to the issue and resolve it in a positive manner.

Terms of Use

The Centre will publish a link on its Social Media sites to its 'Terms of Use' and 'E-Code of Conduct' section on the Web page to ensure the community is informed of the Centres expected behaviours when positing on its social media pages.

Warning Users

In serious breaches of the site terms and conditions, the Board reserve the right to warn a user that they risk being banned from the site and where appropriate in Aldinga Community Centre in accordance with our procedures to enforce that ban.

Regular Reviews

The Centre will regularly review all social media and Web content and tools to ensure they continue to be relevant to the Centre strategic objectives. The review will also consider whether the tool can continue to fulfil its purpose.

Factors to be considered in the review:

- Workload and impact on staff and volunteers
- Feedback from users
- Opportunities for further development, enhancement and promotion.
- Complementary tools – should we introduce other social media tools to build the strengths of the existing ones?

5. Approvals

	Policy	Procedure
Approving Authority	Board of Management	Board of Management
Approval Date	21 st September 2017	21 st September 2017
Next Review Due	September 2018	September 2018