

SOCIAL MEDIA POLICY

2019 – 2021



1. Purpose

This policy provides guidance for the use of social media.

2. Policy Scope

This policy applies to all staff, volunteers and governors or Tūtaki Youth Inc.

3. Definition

Social media is defined as blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

4. Policy Statements

4.1. Use of Social Media

The following principles apply to professional use of social media on behalf of Tūtaki Youth Inc. as well as personal use of social media when referencing the organisation.

- 4.1.1. Staff need to know and adhere to broader expectations and policies of Tūtaki Youth Inc. when using social media in reference to Tūtaki Youth Inc.
- 4.1.2. Any person using social media in reference to Tūtaki Youth Inc. should be aware of the effect their actions may have on their images, as well as the image and reputation of the organisation. The information that is posted or published may be public information for a long time.
- 4.1.3. Employees should be aware that Tūtaki Youth Inc. may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to Tūtaki Youth Inc., its employees, or service users.
- 4.1.4. Staff shall not use social media during their work hours, except in the following circumstances:
 - 4.1.4.1.1. They are on a break (morning tea, lunch, afternoon tea)
 - 4.1.4.1.2. They have been authorised to do so by the Manager of Tūtaki Youth Inc.

4.2. Prohibited Uses

- 4.2.1. Posting to social media must not include any content, commentary or images that are, or may be considered, pornographic, commercially sensitive, harassing, offensive, prejudiced to any person or groups of people or any information that may create a hostile work environment between staff and / or staff and governors and / or staff and service users.
- 4.2.2. Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the Manager of Tūtaki Youth Inc.

4.3. Social Media by Third Parties

- 4.3.1. Tūtaki Youth Inc. cannot control the social media use by persons from outside of the organisation. In the event, that a social media content is offensive or prejudiced towards Tūtaki Youth Inc., the employee who identifies the content or commentary shall immediately notify the Manager of Tūtaki Youth Inc.
- 4.3.2. Employees of Tūtaki Youth Inc. should not respond in any way to the content or commentary.
- 4.3.3. The Manager of Tūtaki Youth Inc. will investigate the situation, seek advice as required and necessary, and respond as required, in consultation with the Board Chair as may be appropriate.

4.4. Social Media for Promotional Purposes

- 4.4.1. From time to time Tūtaki Youth Inc. may wish to post images of current and former staff, and service users. Tūtaki Youth Inc. will obtain appropriate permission, and record the permission granted, prior to using the images.
- 4.4.2. Tūtaki Youth Inc. will not post the images of any person without the express consent of them and their parent or guardian if applicable.

4.5. Use of Social Media by Staff

- 4.5.1. Social media use shouldn't interfere with employee's responsibilities.
- 4.5.2. Tūtaki Youth Inc. computer systems are to be used for business purposes only.
- 4.5.3. When using Tūtaki Youth Inc. computer systems, use of social media for business purposes is allowed but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- 4.5.4. Whilst staff are strongly discouraged from posting content that could be construed as being connected to the work of Tūtaki Youth Inc., where employees publish content after-hours that involves subjects associated with the work of Tūtaki Youth Inc. a disclaimer should be used, for example, "The postings on this site are my own and may not represent the opinions and views of Tūtaki Youth Inc."
- 4.5.5. It is highly recommended that employees keep Tūtaki Youth Inc. related social media accounts separate from personal accounts.
- 4.5.6. Failure to adhere to the policy may result in appropriate disciplinary action.