

Social media



"The organisation is easy to access and engage with."

Intent

We use social and online media to build connections, collaborate and share information with colleagues and community.

Our practice principles help us manage some of the associated risks.

Kaimahi/volunteers must adhere to these principles when they engage with social and online media in the course of work or when circumstances link them and their engagement to our organisation.

Definition

"Consent" means a person's express agreement, most often in written/text form. For a rangatahi under 16 years, consent must be given by both the rangatahi and their parent/legal guardian(s).

"Digital communication principles" - see [here](#)

"Social media" refers to any method of online mass communication, such as websites, portals, and applications designed to facilitate collective interaction. Examples include Facebook, LinkedIn, YouTube and Instagram as well as blogs, wikis, microblogs, message boards, chat rooms, dating sites, electronic newsletters, online forums, and other sites and services that allow users to share information with others.

Principles of engagement

We aim to build a positive profile and maintain internal and external relationships of trust and confidence.

Social media engagement by kaimahi must therefore be:

- **accurate & careful** – all due care must be taken when posting or messaging something. This includes when posting in a personal capacity if there is a possibility the post links or identifies the kaimahi to our organisation
- **helpful and responsive** – best efforts must be made to answer questions and queries in a polite and respectful way. Feedback and complaints must be dealt with through the Feedback and complaints policy
- **respectful and courteous** – all postings, including re-postings and messages, must reflect the [digital communication principles](#) and comply with the [Acceptable use](#) policy.
- **lawful and consistent with organisational policies** – our Code of Conduct and organisational policies must be complied with, including those concerning harassment and bullying, diversity, inclusion and Te Tiriti o Waitangi
- **properly authorised and reflect "one voice"** – staff may only post/engage on behalf of, or for, the organisation if duly authorised; if a post is made in a personal capacity but could be reasonably linked to the organisation, it should incorporate an appropriate disclaimer (eg stating the views are not necessarily the views of the organisation)
- **respectful of privacy and confidentiality** – information that is regarded as confidential in the organisation and personal information relating to other people should not be shared and posted except with consent.

General rules

Kaimahi and volunteers must be guided by the above Principles. They must keep personal accounts separate from the organisation's social media accounts and must not:

- comment on, discuss or mention the organisation in personal pages/posts, unless authorised to do so

- disclose a person's private information except with their consent. This includes images, photos, videos and written testimonies
- use the identity of a colleague, organisation or person with whom we have a business or working relationship (including name or variation of a name)
- damage or engage in any way that could damage our reputation and interests and/or bring the organisation into disrepute
- use the organisation's branding, identifiable images or intellectual property on personal social media pages (as above)
- post material in breach of the Acceptable Use policy eg material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including our staff, contractors, business partners, suppliers and other organisations or individuals
- breach copyright, privacy, financial disclosure and other applicable laws.

If in doubt as to whether a post complies with this policy, staff should not post it without approval from management.

Kaimahi should comply with the [Conflict of Interest](#) policy if concerned their social media activity involves a conflict of interest.

A failure to adhere to these rules may result in disciplinary action for [misconduct](#).

Corrective action

When a post or message is likely to damage the reputation of the organisation, is wrong, offensive or aggressive to a person, organisation or public figure, appropriate moderating and corrective action will be taken:

- the offending post or message should be removed
- if appropriate, the person will be contacted to explain why their post has been removed
- if appropriate, an apology will be issued, either publicly or to the individual or organisation involved
- prevent a similar incident occurring in the future e.g block the author if necessary.

The employee who identifies offensive or adverse social media content or commentary must immediately notify management. They must not respond to the content or commentary.

The Manager will investigate the situation, seek advice and respond as necessary, consulting with the Board Chair when appropriate.

Compliance

Social Sector Accreditation Standards – Level 2, Governance and management structure and systems 5.0

Helpful links

[Acceptable use \(email and internet\)](#)

[Harmful Digital Communications Act 2015](#)

[Employment Relations Act 2000](#)

[Protection of Privacy.](#)

Review

Date: June 2021

Next review: by May 2023