



SOCIAL MEDIA POLICY

This policy applies to all Hobart FM Committee, Members, Volunteers and Clients using or having a need to participate in online social media activity relating to Hobart FM; communicating through business and/or personal accounts which they have created and administer themselves.

INTRODUCTION

Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily and economically than ever before.

However, it is also an area in which rules and boundaries are constantly being tested.

PURPOSE

Hobart FM may choose to engage in social media such as:

- Twitter
- Facebook
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

Hobart FM seeks to encourage information and link-sharing amongst its membership and volunteers, and seeks to utilise the expertise of its volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that Hobart FM wishes to present to the public, and posts made through social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

CORE POLICY

Hobart FM's social media use shall be consistent with the following core values:

- **Integrity:** Hobart FM members and volunteers will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.
- **Professionalism:** Hobart FM's volunteers represent the organisation as a whole and should seek to maintain a professional and uniform tone. Members and volunteers may, from time to time and as appropriate, create a social media page/event/post on behalf of a program presented on Hobart FM, but the impression should remain one of a professionalism, integrity and unity.



- **Information Sharing:** Hobart FM encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

Hobart FM should seek to grow its social media base and use this to engage with existing and potential members, sponsors and other stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

RESPONSIBILITIES

The Committee shall nominate one or more Communications or Public Relations Officer/s to coordinate Hobart FM's social media and web management.

The Communications or Public Relations Officer/s will control all electronic media and help to observe and monitor social media activity to ensure all activity is in line with the organisation's Code of Conduct and Policies and Procedures.

The Communications or Public Relations Officer has ultimate responsibility for:

- Ensuring that all posts are in keeping with Hobart FM's core Social Media Policy.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts where possible (including defamatory and/or illegal content) and in minimising the risk of a repeat incident; bringing said offence to the notice of the Committee for possible disciplinary action.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

Delegation

Social media is often a 24/7 occupation; as such, such responsibilities as outlined above may be delegated to more than one appropriate committee member/volunteer.

PROCESSES

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the appropriate Officer. A few moments spent checking can save the organization and its members/volunteers big problems in the future.

Representatives of the station conducting communication through social media:

- Must avoid any statement that might bring Hobart FM into disrepute.
- Must not commit Hobart FM to any action or initiative without appropriate authority.
- Must not disclose official information unless authorised to do so or unless it is already in the public domain.
- Should be aware of laws covering libel, defamation, privacy and the protection of intellectual property.
- Must ensure all activities are without reproach:

- *behaving with respect and courtesy, and without harassment*
- *dealing appropriately with information, recognising that some information needs to remain confidential*
- *being sensitive to the diversity of the Australian public*
- *taking reasonable steps to avoid conflicts of interest*
- *upholding Hobart FM values and the integrity and good reputation of Hobart FM*
- Must be apolitical, impartial and professional, and avoid any statements that might be interpreted as advocating government policies or criticising the policies of political parties or groups, with the exception of approval from the board.
- Must protect personal information entrusted to Hobart FM from distribution into the public domain.
- Members and volunteers should take note of any copyright/Creative Commons notices attached to content they wish to use/repurpose. Additionally employees should cite or otherwise acknowledge content sources where necessary when they are known.

Damage limitation

In the event of a damaging or misleading post being made, the appropriate Officer should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, revert to the Disciplinary Action Policy.

Moderating social media

The reputation of Hobart FM is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Excessive or inappropriate use of swearing
- Defamatory, slanderous or aggressive attacks on Hobart FM, other individuals, organisations, projects or public figures
- Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license
- Breach of data protection or privacy laws
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.



If a poster continues to post inappropriate content:

- Request the post be removed as soon as possible
- Start disciplinary procedures

Only when it is clear that the poster intends to continue to contribute inappropriate content, action must be taken swiftly to maintain the integrity of the organisation, its volunteers and members.

The decision to block, ban and remove posts (where possible) ultimately lies with the appropriate Officer, but may, at their discretion, be delegated to responsible committee and volunteers.

RELATED DOCUMENTS/POLICIES:

- Disciplinary Action Policy
- Code of Conduct Policy
- Bullying Policy
- Grievance Policy
- Complaints Policy
- Sexual Harassment Policy

AUTHORISATION

Date approved by the Committee: 17th January 2018

Review Date: January 2020

Committee President: _____
[Name]

[Signature]

Committee Secretary: _____
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[Signature]