



# Social Media Management Policy

<b>Policy No:</b> LSV-006-PP	<b>Issue Date:</b> January 2011	<b>Version:</b> 1
<b>Policy Title:</b> Social Media Policy		

## 1.0 Purpose

This policy sets out Life Saving Victoria's expectations on the use of social media websites for staff.

## 2.0 Objectives

- To ensure that all Life Saving Victoria staff understand the guiding principles and terms of use of social media websites; and
- To encourage the development of an understanding of both the benefits and constraints in using social media.

## 3.0 Background

The Internet provides many opportunities to communicate with other individuals, other members of Life Saving Victoria, businesses and the community. Social media websites provide the opportunity for members of Life Saving Victoria to promote the work they do and the values and aspirations of the organisation. Use of these websites can also be abused and potentially damage the reputation of Life Saving Victoria and in extreme cases result in legal proceedings.

The Internet is a fast moving technology and it is impossible to cover all circumstances. This policy aims to provide guiding principles to help in decision making as well as providing specific detail on behavior that must not be undertaken.

## 4.0 Scope

4.1 This policy covers all forms of social media and applies to all Life Saving Victoria staff. It does not apply to personal use of social media websites when the staff member:

- Is not identifiable as a staff member of Life Saving Victoria; or
- Makes no reference to Life Saving Victoria or issues relating to Life Saving Victoria; or
- Is not using Life Saving Victoria equipment to access the social media website.

## 5.0 Definitions

- 5.1 Life Saving Victoria Staff includes professional staff, volunteers and any individual passing themselves off as being a representative of Life Saving Victoria.
- 5.2 Use of social media websites is any online activity where information is shared by an individual that might affect colleagues, clients or Life Saving Victoria as an organisation. It includes but is not limited to activities such as:
- maintaining a profile page on one of the social or business networking sites (like LinkedIn, Facebook, Twitter or MySpace);
  - commenting on blog sites for personal or business reasons;
  - leaving product or service reviews on retailer sites, or customer review sites;
  - taking part in online votes and polls;
  - taking part in conversations on public and private web forums such as message boards; or
  - Editing a Wikipedia page.

## 6.0 Guiding Principles

- 6.1 When any individual identifies their association with Life Saving Victoria they are expected to behave appropriately, in ways that are consistent with Life Saving Victoria's values and policies.
- 6.2 The web is not anonymous. Users of social media websites should assume that any comments made by them will be able to be traced back to them as individuals or to the organisation in general.
- 6.3 Due to the unique nature of Life Saving Victoria, the boundaries between work, volunteer time and social life within the organisation can become blurred. When using social websites, staff need to make a clear distinction between their activities as a staff member and their personal activities undertaken outside of Life Saving Victoria.
- 6.4 Honesty is always the best policy. Think of the web as a permanent record of activities and act with integrity at all times.

## 7.0 Usage

- 7.1 All current professional responsibilities of Life Saving Victoria staff remain in force when using social media websites. Online activity:
- must not interfere with work commitments;
  - must not contain or link to libellous, defamatory or harassing content, including by way of examples, illustration or use of nicknames;
  - must not contain or link to pornographic or indecent content;
  - must not comment on or publish information that is confidential or proprietary to Life Saving Victoria, or its affiliates, partners or sponsors; and
  - Must not bring the organisation into disrepute.

- 7.2 Staff may not use the Life Saving Victoria brand to endorse or promote any product, opinion, cause or political candidate. It must be abundantly clear to any other user that any opinions expressed by a staff member are personal opinions only and do not represent the views of Life Saving Victoria.

## **8.0 Official Life Saving Victoria blogs, social pages and online forums**

- 8.1 When using official Life Saving Victoria blogs, social pages and online forums, please remember the following:
- Posts must not contain or link to pornographic or indecent content;
  - Life Saving Victoria has the right to remove any content;
  - Staff must not use Life Saving Victoria online pages to promote personal projects or opinions; and
  - All materials published or used must respect the copyright of third parties.

## **9.0 Consideration towards other members of staff when using Social Networking sites**

- 9.1 Social media websites allow photographs, videos and comments to be shared with other users. It may not be appropriate to share work-related information in this way.

For example, there may be an expectation that photographs taken at a private Life Saving Victoria event will not appear publicly on social media websites, both from those present and perhaps those not at the event. Publication of such photos could inadvertently make Life Saving Victoria liable for breach of media or sponsorship copyright.

- 9.2 Staff must be considerate to their colleagues in such circumstance and must not post information when they have been asked not to. They must also remove information about a colleague if that colleague asks them to do so.
- 9.3 Under no circumstance should offensive comments be made about Life Saving Victoria colleagues online. This is indicative of bullying behaviour and is deemed to be a disciplinary matter.

## **10.0 Friends and Connections**

Staff are encouraged to use their best judgment in deciding if or at what level they want to connect with clients, peers, colleagues, supervisors, vendors, journalists and members on social media websites. Life Saving Victoria will support staff decisions to keep online relationships strictly professional.

## **11.0 Breach of Policy**

A breach of this policy will result in disciplinary action. This may involve a verbal or written warning and in serious cases, termination of your employment or engagement with Life Saving Victoria.



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## **12.0 Consultation or Advice**

Any staff that are unsure of their rights, liabilities or permissible actions online and would like clarification should discuss the issues with their General Manager or the Communications and Media Department.

## **13.0 References**

Life Saving Victoria – Network User Agreement

Life Saving Victoria – Confidentiality Agreement

Life Saving Victoria – Privacy Policy