

Policy Name	Social Media Policy
Policy Description	This policy outlines clear requirements for work-related use of social media tools, and appropriate usage of personal pages in relation to work based comments or observations. This policy also forms a part of the organisation's commitment to open and transparent operations.
Who needs to comply with this policy?	Staff employed by Carclew Youth Arts on a full/part time, contract, casual, agent, unpaid and voluntary basis. (staff, artists, tutors, agents, volunteers)
What do I need to know?	<p>As a representative of Carclew Youth Arts, you must:</p> <ul style="list-style-type: none"> • Disclose your name and relationship with Carclew Youth Arts when commenting in a professional capacity • Support Carclew Youth Arts vision and adhere to our Code of Conduct when making social media disclosures; in reference to Carclew Youth Arts, on personal pages and pages administered by Carclew Youth Arts. • Have prior approval from the Chief Executive Officer or Marketing Manager when making social media disclosures on behalf of Carclew Youth Arts. • Think carefully before making social media disclosures, as once a disclosure is published online it can remain public and will be archived, stored and can be retrieved indefinitely. • Be aware of the content you disclose on social media sites as minors may view it. • Ensure the information you are disclosing is consistent. • Be honest, respectful and thoughtful to your audience. • Be aware that you are legally responsible for your opinions, comments or content, and can be held personally liable for disclosures deemed to be defamatory or obscene. • Be aware that there are requirements of you in relation to your personal use of social media sites regarding your role as an employee of Carclew contained in this policy. You are required to be fully informed and aware of these. <p>As a representative of Carclew Youth Arts, you must <u>not</u>:</p> <ul style="list-style-type: none"> • Make deceptive or misleading claims about the organisation, and/or its programs, activities or events. • Make defamatory or offensive comments or post any content that may have the potential of creating an intimidating or hostile environment. • Harass, discriminate, bully, insult, or any other form of behaviour that is prohibited in the workplace when disclosing on social media channels. • Publicly criticise the behaviour or actions of work colleagues, the general public, clients and competitors. • Engage in activities that could provoke a copyright infringement claim. • Disclose confidential information on any social media channel.
What guides this policy? And where can I get more information?	<ul style="list-style-type: none"> • Public Sector Act 2009 • South Australian Public Sector Employees Code of Conduct March 2009 • Copyright Act 1986 • Social Media Principles and Style Guide • Code of Conduct and Procedure • Social Media Guidelines, Office of Ethical Standards and Professional Integrity
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1. Background

Social Media or social networking are online services and tools used for publishing, sharing and discussing information. They can include forums, blogs, micro-blogs, wikis, social networking websites, and any other websites that allow individual users to upload and share content.

The South Australian Government Information Communication Technology Strategy, '*Ask Just Once*', includes a target to put the general public at the centre of government service delivery and information distribution. Social networking is instrumental in engaging with and between communities and individuals.

This policy also complies with our obligations under the *South Australian Public Sector Employees Code of Conduct March 2009*, to conduct ourselves in a manner that will not bring staff, the organisation for which we work, the public sector or Government into disrepute.

2. Purpose

This policy is intended to outline a set of clear requirements for work-related use of social media tools, and appropriate usage of personal pages in relation to work based comments or observations. This policy also forms a part of the organisation's commitment to open and transparent operations.

3. Scope

This policy applies to all Carclew Youth Arts existing staff, volunteers and artists who are required to use social media channels in the course of their engagement. It includes guidelines for appropriate usage of personal pages in relation to work based comments or observations.

4. Definitions

Social media channels: forums, blogs, wikis, social networking websites, and any other websites that allow individual users to upload and share content, whether accessed through the web, a mobile device, text messaging or email. i.e. Facebook®, Twitter™, My Space™, YouTube.

Social media account: the individual/author/account holder who registers to gain access to a social media channel.

Social media disclosures/observations: the communication a user distributes through a social media channel i.e. blog posts, comments, status updates, text messages, images, audio and video recordings, or any other information made available through a social media channel.

Profile page: Social media account holders can customise information about themselves and is available to viewers on their profile page.

Social bookmarking: used for saving the address of a website or item of content. Tags are added to allow other users to easily find your research.

Hosted content: text, pictures, audio, video or other information that can be uploaded to a social media account. If content is uploaded to your social media account, you are hosting that content.

Blogs: a web log that provides commentary or news on a particular subject. Viewers can comment, ask questions, share information and subscribe.

Micro-blogs: a web log that is smaller than a blog and is usually limited to a certain number of characters i.e. Twitter™ (140 characters per entry).

Tweets: a disclosure made on Twitter™ micro-blogging service.

Retweets: tweets from one twitter user that is redistributed by another twitter user. Retweets are how information is circulated on Twitter™.

Copyright: is a set of exclusive rights granted to the author or creator of an original work. It safeguards original works of art, literature, music, film, etc from certain uses.

5. Policy Statement

Carclew Youth Arts is committed to embracing social media channels as a conduit for service delivery and engaging with and between communities and individuals. It is the responsibility of the Marketing Manager and appropriate team members to manage Carclew Youth Arts social media sites.

5.1 Guiding Principles

With respect to disclosures made in reference to Carclew Youth Arts and/or its programs, activities or events, staff must adhere to the following principles:

- Support Carclew Youth Arts vision and adhere to our Code of Conduct when making disclosures, in reference to Carclew Youth Arts, on personal pages and pages administered by Carclew Youth Arts.
- Staff utilising social media channels on behalf of Carclew Youth Arts must have prior approval from the Chief Executive Officer or Marketing Manager.
- Do not make deceptive or misleading claims about the organisation, and/or its programs, activities or events.
- Ensure that disclosures are accurate and comply with Carclew Youth Arts relevant policies.
- Ensure that comments are appropriate for the audience and the information is consistent.
- Do not make defamatory postings. Defamatory postings may include, but are not limited to; racist, sexist, threatening, insulting or unlawful comments.
- Do not make offensive comments or post any content that may have the potential of creating an intimidating or hostile environment.
- Be honest, respectful and thoughtful to your audience.

5.2 Personal and Official Usage

There are two capacities in which staff can use social media channels; within Carclew Youth Arts' pages and within their own personal pages. Carclew Youth Arts fully respects the rights of employees. However, staff making disclosures in relation to our organisation must be aware that they are legally responsible for their opinions, comments or content, and can be held personally liable for disclosures deemed to be defamatory or obscene. For this reason staff must exercise caution with regard to exaggeration, colourful language, obscenity, images, video and derogatory remarks. In addition, staff should at all times be mindful that, given advances in technology, disclosures will remain public and will be archived, stored and retrievable indefinitely.

5.2.1 Personal Usage

- Disclose your name and relationship with Carclew Youth Arts when commenting in a professional capacity.
- Disclosures, in reference to Carclew Youth Arts, must be informed, accurate, and consistent while only posting information that is publicly available. Disclosures must not damage the organisations reputation.
- Carclew Youth Arts logos must not be used on any personal social media site.
- Photos and/or images that are the property of or are taken in the course of your employment with Carclew Youth Arts must not be used on any personal social media site unless authorisation from Carclew Youth Arts is given.
- Disclosures and the language used must be appropriate for the audience.
- Disclosures must not be offensive, abusive, illegal or insulting.
- Do not disclose individual's personal information without prior consent.
- Personal use of social media sites during work hours must be must be negotiated with the appropriate manager/supervisor.

5.2.2 Official Usage

- Disclosures must be factual, accurate and consistent while only posting information that is publicly available.
- Disclosures must comply with our organisational policies.
- Disclosures must be in your area of responsibility.
- Disclosures and the language used must be appropriate for the audience.
- Disclosures must not be offensive, abusive, illegal or insulting.
- Do not disclose individual's personal information without prior consent.

5.3 Code of Conduct

The same guidelines found in Carclew Youth Arts Code of Conduct apply to all employees, volunteers and artists engaging in social media channels. All representatives of Carclew Youth Arts are required to comply with our Code of Conduct at all times. *For further detail please refer to Code of Conduct.*

5.4 Disclosure and Transparency

Carclew Youth Arts believes that reputations are built on trust, and a vital factor in building trust online is transparency and honesty. Carclew Youth Arts is committed to disclosing accurate and reliable information to its participants, key stakeholders and the general public. By providing timely and coherent information online recipients are able to have an understanding of our activities, ethical standards, and relationship with communities.

If posting non-confidential work-related information on behalf of Carclew Youth Arts on another social media site staff must identify themselves and their relationship to Carclew Youth Arts. i.e. *"I am (name and position title) and it is my personal opinion....."*

Staff are encouraged to be aware of disclosures that they are making and to remain consistent with the information provided, as conflicting information can damage the organisations credibility. If you realise that you have made a mistake and can correct it do so promptly. Honesty and/or dishonesty, and misleading information can receive more notice and spread in seconds online.

5.5 Confidentiality and Privacy

It is important for all staff to think carefully before making social media disclosures, as once a disclosure is published online it will remain online and can be accessed indefinitely. Staff must not disclose confidential information and respect the privacy and opinions of individuals on any social media channel. Unauthorised disclosure or the use of confidential information may result in disciplinary proceedings for misconduct. *For further detail please refer to Code of Conduct.*

5.6 Respectfulness

Carclew Youth Arts views all staff members as representatives of our brand, and staff are encouraged to represent our organisations core values when making social media disclosures. Staff must respect opinions of individuals, including fellow employees; and not harass, discriminate, bully, insult, or any other form of behaviour that is prohibited in the workplace when disclosing on social media channels. Staff are encouraged to add value to online conversations in a constructive and meaningful way; thereby, effectively demonstrating respect for those engaging in social media channels. If you are unsure of whether certain information is appropriate to share online then do not post it or seek direction from Chief Executive Officer or Marketing Manager.

5.7 Working with Children in Art

Carclew Youth Arts is committed to encouraging young people and children's involvement in the arts as participants, in the creative process and as members of an audience. Staff must be aware of the content that they disclose on social media sites as minors may view it. Carclew Youth Arts adheres to Arts SA's *Protocols for Working with Children in Art* by ensuring that:

- Parental consent is provided prior to working with any child under the age of 15.
- The rights of children are protected throughout the artistic process.
- Artworks that involve images of children that have been produced are presented with due care and sensitivity.
- The child's images are not being exploited, and that the use of the image is within the original context of the creative work.

For further detail please refer to Child Safe Environment Policy.

5.8 Legal Matters

For the protection of the organisation and employees, employees are prohibited from using social media channels to:

- Publicly criticise the behaviour or actions of work colleagues, the general public, clients and competitors.
- Engage in activities that could provoke a copyright infringement claim.
- Discuss issues of a confidential nature.

5.9 Breach of Conduct

Any breach of Carclew Youth Art's policies will be taken seriously and provisions will be implemented in accordance with appropriate legislative procedures. *For further detail please refer to Code of Conduct.*

6. **Procedures Title**

Social Media Procedure

7. **Responsibility for implementation**

- The Chief Executive Officer will advise staff members of the new policy and procedures immediately.
- The Policy Administration Officer will advise all Carclew Youth Arts staff members that the Social Media Policy and Procedure will be available to view on the Carclew Youth Arts Server. The policy and procedure will be listed on the Carclew Youth Arts Policy webpage.
- The Social Media Policy and Procedure will be included in the Carclew Youth Arts Staff, Artist and Volunteer Induction process.

8. **Policy Status**

Created: 20 April 2011

Endorsed: 25 August 2011

Review Date: 25 August 2012

9. **Key Stakeholders**

Carclew Youth Arts Board, staff and clients.

10. **Approval Body**

Carclew Youth Arts Strategic Team: 10 August 2011

11. **Endorsement Body**

Carclew Youth Arts Board: 25 August 2011

12. **Legislation**

South Australian Public Sector Act 2009

South Australian Public Sector Employees Code of Conduct March 2009

Copyright Act 1986

13. **Related Policies / documents**

Code of Conduct and Procedure

Social Media Principles and Style Guide

Arts SA's *Protocols for Working with Children in Art*

14. Date effective

This Policy is effective as of 25 August 2011

15. Next Review Date

This Policy is due for review 25 August 2012

This Policy will be reviewed annually. However, if at any time the legislative, policy or funding environment is so altered that the policy is no longer appropriate in its current form, the policy will be reviewed immediately and amended accordingly.

16. Policy Author

Policy Administration Officer, Carclew Youth Arts

17. Contact

Policy Administration Officer, Carclew Youth Arts

Acknowledgment

In developing this policy Carclew Youth Arts has drawn on resources prepared by the Office for Ethical Standards and Professional Integrity, Queensland Government, Finlaysons, and the Social Media Policy Template by Eric Schwartzman.

Disclaimer

This policy does not represent legal advice. If you have any queries about your obligations, you should seek your own independent legal advice.