

1. Policy Title

Social Media Policy

2. Preamble

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.

These procedures outline clear requirements for work-related use of social media tools, and appropriate usage of personal pages in relation to work based comments or observations.

3. 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 are 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.

4. Social Media

The following procedures outline how staff are required to use social media in both an official and personal capacity. It applies to staff making disclosures in an official capacity and when they refer to Carclew Youth Arts in a personal capacity. Specific matters covered in these procedures are expanded in more detail, and brought into operation by the additional information attached.

4.1 Social Media Guidelines

- It is the responsibility of the Marketing Manager and appropriate team member to manage Carclew Youth Arts social media sites.

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.

4.1.1 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.
- Must not disclose confidential information.
- Must respect the privacy and opinions of individuals on any social media channel.
- Do not disclose individual's personal information without prior consent.
- If you realise that you have made a mistake and can correct it do so promptly.
- 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.
- Personal use of social media sites during work hours must be must be negotiated with the appropriate manager/supervisor.

4.1.2 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.
- Must not disclose confidential information.
- Must respect the privacy and opinions of individuals on any social media channel.
- Do not disclose individual's personal information without prior consent.
- If you realise that you have made a mistake and can correct it do so promptly.
- 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.

4.1.3 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.*

5. Legislation

South Australian Public Sector Act 2009

South Australian Public Sector Employees Code of Conduct March 2009

Copyright Act 1986

6. Additional Information

The following information is available from Carclew Youth Arts (*Carclew Server/Resources/Carclew Policies*).

- Social Media Principles and Style Guide
- Code of Conduct and Procedure
- Arts SA's *Protocols for Working with Children in Art*
- Office for Ethical Standards and Professional Integrity *Social Media Guidelines*