



Social Media Policy

Policy number	12	Version	1
Drafted by	Mark Dowling	Approved by	July 2021
Responsible person	Mark Collier	Committee on	
		Scheduled review date	July 2022

1. Introduction

- 1.1 This Social Media Policy outlines Southside Beekeepers Club 's expectations of Volunteer Member's when using social media or making public comments online.
- 1.2 Southside Beekeepers Club embraces the use of social media for the [promotion, development and delivery of Southside Beekeepers Club 's services] and is committed to ensuring that social media engagement connected with Southside Beekeepers Club is lawful, professional and respectful.

2. Purpose

- 2.1 Social media is an important tool that Southside Beekeepers Club uses to publicise its operations and solicit public support.
- 2.2 The purpose of this policy is to encourage Volunteer Member Workers to generate appropriate social media content in connection with Southside Beekeepers Club.
- 2.3 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of Southside Beekeepers Club and that posts made through its social media channels do not damage the Southside Beekeepers Club 's reputation.

3. Scope

- 3.1 This policy applies to:
 - 3.1 People, members of Southside Beekeepers Club covered by this policy will be collectively referred to as '**Volunteer Member Workers**'.
- 3.2 Social media includes engagement on all social media platforms:

4. Values

- 4.1 Southside Beekeepers Club 's social media use shall be consistent with the following core values:
 - a) **Integrity:** Southside Beekeepers Club will not knowingly post incorrect, defamatory or misleading information about our own work or the work of other organisations or



individuals. In addition, we will post in accordance with the organisation's Copyright and Privacy policies.

- b) **Professionalism:** Southside Beekeepers Club 's social media represents the Southside Beekeepers Club as a whole and should seek to maintain a professional and uniform tone. Committee Members may, from time to time and as appropriate/authorised, post on behalf of Southside Beekeepers Club using our online profiles, but the impression should remain one of a singular Southside Beekeepers Club rather than a group of individuals.
- c) **Information Sharing:** Southside Beekeepers Club encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, and of interest to our members.

5. Policy

5.1 All posts that relate to Southside Beekeepers Club must meet content guidelines for use of social media. This includes:

- a) posts on or connected with Southside Beekeepers Club 's social media accounts (**Professional Social Media Use**); and
- b) posts on Volunteer Member Workers ' own social media accounts (**Personal Social Media Use**).

5.2 Professional Social Media Use

The Social Media Sub Committee Member may approve an individual to post on Southside Beekeepers Club 's social media accounts (**Approved Poster**). In determining who should be an Approved Poster, the Social Media Sub Committee Member may consider:

- a) the extent of control Southside Beekeepers Club has over the individual
- b) whether the individual has the appropriate communication skills
- c) what understanding the individual has of the risks of social media use
- d) current and former responsibilities and how the individual performed in those roles

Only Approved Posters should have access to social media account passwords and logins.

The President and or Social Media Sub Committee Member must keep records of Approved Posters and review the appropriateness of approvals on an annual basis.

5.3 Personal Social Media Use

Subject to this Policy, Volunteer Member Workers should seek prior approval from the Social Media Sub Committee Member before engaging in Personal and/or Professional Social Media Use about or connected with Southside Beekeepers Club, save for promoting or supporting Southside Beekeepers Club 's activities.

Members that are not Approved Posters may engage in Personal and/or Professional Social Media Use about or connected to Southside Beekeepers Club without prior approval from Southside Beekeepers Club, provided that the use complies with the Social Media Policy, Content Guidelines and Procedure.



6. Content guidelines

- 6.1 Southside Beekeepers Club respects the right of members to participate in political, advocacy and community activities.
- 6.2 Members should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. Southside Beekeepers Club expects Volunteer Member Workers to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.
- 6.3 When engaging in Professional Social Media Use, Southside Beekeepers Club expects that members will:
 - a) be professional and respectful;
 - b) promote the best interests of Southside Beekeepers Club;
 - c) not include misleading or deceptive statements or inferences;
 - d) refrain from inappropriate language including swearing;
 - e) only include intellectual property (such as photos, videos and quotes) that Southside Beekeepers Club has permission to use or that do not require permission to use; and
 - f) comply with Southside Beekeepers Club 's Privacy Policy.
- 6.4 When engaging in Personal and/or Professional Social Media Use, Volunteer Member Workers must also ensure that they ;
 - a) don't use a club email address to register personal social media accounts;
 - b) refrain from conduct that has the potential to damage Southside Beekeepers Club 's reputation;
 - c) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other members, clients or stakeholders of Southside Beekeepers Club;
 - d) don't make comments that are, or could be perceived to:
 - i. be made on behalf of Southside Beekeepers Club, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedure
 - ii. compromise the Worker's capacity to fulfil duties in an impartial and unbiased manner;
 - e) are mindful that their behaviour is bound by Southside Beekeepers Club 's Policies, Procedures and Code of Conduct at all times (e.g. comments made on social media about a colleague); and
 - f) make clear that any views expressed in Personal Social Media use are their own and not those of Southside Beekeepers Club (however, this will not necessarily protect them from breaching the Policy).

7. Responsibilities

- 7.1 The Committee shall nominate a Social Media Sub Committee Member to co-ordinate Southside Beekeepers Club 's social media management.
- 7.2 Members may, from time to time, post or comment on the activities of Southside Beekeepers Club and where appropriate/authorised, post on behalf of Southside Beekeepers Club using the organisation's online social media profiles. Unless a Worker is promoting or supporting the activities of Southside Beekeepers Club , this should only be done only with the express knowledge and authorisation of the Committee.



- 7.3 The Social Media Sub Committee member has responsibility for overseeing the organisation's Social Media Strategy. Their role includes:
- a) Determining which social media platforms are most appropriate for Southside Beekeepers Club to engage in, and policing those boundaries;
 - b) Ensuring that all posts are in keeping with Southside Beekeepers Club 's mission, core values, and policies;
 - c) Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content), and to minimise the risk of a repeat incident;
 - d) Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post;
 - e) Moderating and monitoring public response to social media, such as blog comments and 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;

8. Breaches

- 8.1 If a member breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including the termination of their membership.

9. Related Documents

- 9.1 Confidentiality Policy

10. Legislation & Industrial Instruments

- Copyright Act 1968 (Cth)
- Privacy Act 1988 (Cth)
- Defamation Act (state and territory specific)
- Model Rules Dispute Resolution



Social Media Procedures

Procedure number	[insert number]	Version	[insert number]
Drafted by	[Mark Dowling]	Approved on	[insert date]
Authorised person	[Mark Collier insert name]	Scheduled review date	[insert date]

1. Procedures

1.1 Posting to social media

Before social media posts are made, volunteers and staff should ask themselves the following questions:

- a) Is the information I am posting, or reposting, likely to be of interest to Southside Beekeepers Club 's members and stakeholders?
- b) Is the information factual and true? Does it emanate from a reliable source?
- c) Is the information in keeping with the interests of the Southside Beekeepers Club and in line with the organisation's mission, work, and core values?
- d) Could the post be construed as an attack on another individual, Southside Beekeepers Club or project?
- e) Would Southside Beekeepers Club 's supporters (including donors) be happy to read the post?
- f) If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- g) If reposting information, is the original poster an individual or Southside Beekeepers Club that Southside Beekeepers Club would be happy to associate itself with?
- h) Is the tone and the content of the post in keeping with other posts made by Southside Beekeepers Club ? Does it maintain the organisation's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the **President**. A few moments spent checking can save the Southside Beekeepers Club big problems in the future. If in doubt, leave it out.

1.2 Damage limitation

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

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

1.3 Moderating social media

Southside Beekeepers Club is committed to protecting its reputation and 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 Southside Beekeepers Club 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 breach the Content Guidelines in the Policy, users may be subject to disciplinary action.

If a post that breaches Content Guidelines appears only once:

- a) Remove the post as soon as possible;
- b) If possible/appropriate, contact the poster privately to explain why you have removed the post, highlighting Southside Beekeepers Club 's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- a) Remove the post as soon as possible;
- b) Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort, and only when the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

Moderation of social media posts, including any decision to block, ban and remove posts, ultimately lies with the **Committee**, but may, at their discretion, be delegated to responsible members such as the President and Secretary.

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Signature of Committee President

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Name of Committee President

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Date of approval by the Committee

