Policy 4.11

The Use of Social Media

The definition of Social Media

- Content created by people using highly accessible and scalable publishing technologies.
- Social media is distinct from industrial media, such as newspapers, television, and film.
- Social media comprises relatively inexpensive and accessible tools that enable anyone (even private individuals) to publish or access information – industrial media generally require significant resources to publish information.

Social Media may include (although is not limited to):

- social networking sites (e.g. Facebook, Myspace, LinkedIn, Bebo, Yammer, google analytic)
- video and photo sharing websites (e.g. Flickr, Youtube)
- blogs, including corporate blogs and personal blogs
- blogs hosted by media outlets (e.g. ‘comments’ or ‘your say’ feature on adelaidenow.com.au)
- micro-blogging (e.g. Twitter)
- wikis and online collaborations (e.g. Wikipedia)
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- vod and podcasting
- online multiplayer gaming platforms (e.g. World of Warcraft, Second life)
- instant messaging (including SMS)
- geo-spatial tagging (Foursquare)

Professional use of social media

Becoming authorised to comment

- Before engaging in social media as a representative of the Two Wells Community Children's Centre, you must become authorised to comment.
- You may not comment as a representative of the Two Wells Community Children’s Centre unless you are authorised to do so.
- To become authorised to comment in an official capacity, you must have gained approval from the Centre Director.

Once authorised to comment as a Two Wells Community Children's Centre representative, you must:
• disclose you are an employee/contractor of the Two Wells Community Children’s Centre, and use only your own identity, or an approved official account or avatar
• disclose and comment only on information classified as public domain information
• ensure that all content published is accurate and not misleading and complies with all relevant Two Wells Community Children’s Centre policies
• comment only on your area of expertise and authority
• ensure comments are respectful of the community in which you are interacting online
• Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, and the department's Personal Information Policy.

If you are authorised to comment as a Two Wells Community Children’s Centre representative, you must not:

• post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
• use or disclose any confidential or secure information
• Make any comment or post any material that might otherwise cause damage to the Two Wells Community Children’s Centre’s reputation or bring it into disrepute.

Personal use of social media

Overview

The Two Wells Community Children's Centre recognises that you may wish to use social media in your personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities.

However, you should recognise the potential for damage to be caused (either directly or indirectly) to the Two Wells Community Children's Centre in certain circumstances via your personal use of social media as an early childhood professional and when you can be identified as a Two Wells Community Children’s Centre employee. Accordingly, you should comply with this policy to ensure that the risk of such damage is minimised.

You are personally responsible for the content you publish in a personal capacity on any form of social media platform. When in doubt, you should seek guidance from the Two Wells Community Children’s Centre on how to comply with the following obligations.

Where your comments or profile can identify you as Two Wells Community Children’s Centre employee you must:

• only disclose and discuss publicly available information
• ensure that all content published is accurate and not misleading and complies with all relevant Two Wells Community Children’s Centre policies
expressly state on all postings (identifying you as a Two Wells Community Children’s Centre employee) the stated views are your own and are not those of the Two Wells Community Children’s Centre

be polite and respectful to all people you interact with

Adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws.

Where your comments or profile can identify you as Two Wells Community Children’s Centre employee you must not:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- imply that you are authorised to speak as a representative of the Two Wells Community Children’s Centre, nor give the impression that the views you express are those of the Two Wells Community Children’s Centre
- use your Two Wells Community Children’s Centre email address or any Two Wells Community Children’s Centre logos or insignia
- use the identity or likeness of another employee, contractor or other member of the Two Wells Community Children’s Centre and
- use or disclose any confidential information obtained in your capacity as an employee/contractor of the Two Wells Community Children’s Centre
- imply you are authorised to speak on behalf of the Two Wells Community Children’s Centre, or give the impression that any views you express are those of the Two Wells Community Children’s Centre
- use your Two Wells Community Children’s Centre email address or any Two Wells Community Children’s Centre logos or insignia that may give the impression of official support or endorsement of your personal comment
- use or disclose any confidential information or personal information obtained in your capacity as an employee/contractor of the Two Wells Community Children’s Centre
- post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee/contractor of the Two Wells Community Children’s Centre
- make any comment or post any material that might otherwise cause damage to the Two Wells Community Children’s Centre's reputation or bring it into disrepute, such as racial slurs, inappropriate photos, harassment towards others of any kind etc

Compliance

Depending on the circumstances, non-compliance with this policy may constitute

- a breach of employment or contractual obligations,
- misconduct,
sexual harassment,
discrimination,
bullying,
Or some other contravention of the law.

Those who fail to comply with this policy may face disciplinary action and, in serious cases, termination of their employment or engagement.

Governing Council Member’s Signature: ________________________________

Director’s Signature: ________________________________

Two Wells Community Children’s Centre’s Common Seal

Date Reviewed: 31st August 2012
Next Review Due: March 2014

Sources:
Department of Justice Social Media Policy for Employees, April 2011