



SOCIAL MEDIA POLICY AND PROCEDURES

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Purpose

The purpose of this policy is to ensure that social media posts stay within boundaries so Royal South Street Society's (RSSS's) reputation is not damaged.

Policy

RSSS encourages information and link sharing amongst its competitors, audience members, employees, and volunteers.

Social Media can be defined as websites and applications that enable users to create and share content or participate in social networking.

RSSS may choose to engage in social media including, but not limited to

- Facebook
- Twitter
- Instagram
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

This policy will guide employees and volunteers in managing responsible social media behaviours.

The term 'employees' in this policy is taken to cover volunteers who are acting in an official or authorised capacity.

Who can use social media on behalf of RSSS

The Competition and Marketing coordinator and the CEO may only officially post on RSSS social media platforms.

Open and approachable

- The employees of RSSS will be open and approachable when it uses social media on behalf of RSSS. RSSS recognises that social media is a platform for engaging with the community.
- When employees use social media on behalf of RSSS, they will allow all reasonable and relevant posts on its social media, even when there is negative posting from others.
- The Competition and Marketing co-ordinator will monitor social media to ensure that those posting on behalf of RSSS use a respectful tone.
- If a post is considered defamatory to RSSS it may choose (where possible) to remove the post.

Accurate and up-to-date

- When posting on behalf of RSSS, employees need to ensure the information they post is accurate and up-to-date.
- Questions and requests for information that may arise on RSSS social media platforms will be answered in a timely manner. If more information is needed to provide a sufficient answer, RSSS will inform the individual that their question or request has been received, and keep them up-dated.
- Employees and volunteers will not post confidential or private information of competitors, employees, volunteers or sponsors on social media.

Engaging and accessible

- Employees posting on behalf of RSSS will recognise different situations which may require different tones and approaches and will be sensitive to this while remaining professional at all times.
- RSSS recognises the diversity of the community with whom we interact with and will be committed to this diversity on social media
- RSSS will take reasonable steps to ensure the accessibility of all content we post online. If material is posted on someone's personal social media we cannot promise accessibility

Conflict on social media

- When posting on behalf of RSSS employees will not comment on disputes or engage in argumentative behaviours on social media

Respectfulness

- Employees will not post an individual's personal information on social media
- Employees may post achievements that relate to RSSS
- RSSS will not post, or re-post material, such as news stories, that could be harmful to RSSS reputation and or that of our stake holders
- Employees are not to comment on legal issues which involve RSSS
- It is not okay to
 - A. Make offensive comments
 - B. Make defamatory comments
 - C. Make personal insults
 - D. Be offensive
 - E. Make racial comments
 - F. Make sexist comments
- It is important for employees and volunteers to respect others political and religious views

Procedures

Posting to social media

Employees need to be aware that what they post on social media, as when posting online information may remain accessible for a long period of time. It's not just about protecting the organisation it's also about protecting yourself.

Before you post

Before employees post to social media, they should ask themselves the following questions

- Is the information I am posting, or reposting, likely to be of interest to RSSS'S members and stakeholders?
- Is the information keeping within the interests of the organisations constituted aims?
- Could the post be constructed as an attack on another individual, organisation or project?
- Would RSSS's stakeholders and sponsors be happy to read the post?
- If there is information 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?
- If reposting information, is the original poster an individual or organisation that RSSS would be happy to associate itself with?
- Is the tone and the content of the post in keeping with other posts made by RSSS?
- Does it maintain the organisations values?

If you are unsure about whether the post is suitable or not, than discuss it with the CEO before posting.

Damage limitations

In the event of a damaging or misleading post, the CEO should be informed and the following procedure should be taken.

1. Remove the offending post immediately
2. Issue an apology publicly and to the individual or organisation involved, where necessary
3. Post investigated and appropriate measures taken to make sure it doesn't happen again.

If in the event a post contains inappropriate language or activity, the marketing and competitions coordinator should

1. Remove the post immediately
2. Contact the poster privately and explain why the post was removed.

If the poster continues to post

1. Remove the post immediately
2. Ban or block the poster to prevent them from posting again

Banning and blocking should be used as a last resort and only if the issue cannot be resolved. It is within the CEO's authority to decide whether the poster should be banned or blocked.

If an employee has made an error while posting they should at first signs

1. Edit the error so the information is accurate
 2. Disclose that changes have been made to the post
- In some cases it is better for a post to be removed completely.

**Authorisation
Name**

Signature

Date
