

# Social Media Guidelines

Communities have the power to make the world a better place. We know this because we see it happen every day through the work we do. It recognises the extended reach that communicating online can have (both positive and negative).

It acknowledges that for all the risks and challenges it may produce, these are far outweighed by the opportunities they present in a fast changing technologically advancing world.

Hackham West Community Centre encourages and empowers all staff members, volunteers and board members to use new and Social Medias responsibly on behalf of the organisation.

## Why guidelines?

These guidelines are designed to provide helpful, practical advice on using Social Medias safely, efficiently and effectively. They also offer valuable strategies for the personal interaction of Social Medias.

## “Personal” vs. “Private”

While most communication through social media networks is primarily a *personal* matter, this does not mean it is *private*. Personal conversation within social media networks should be considered public rather than private as everything submitted online is considered part of the public domain. Even if you have strict privacy controls in place people can forward that information to a wider audience. Have no expectations of privacy when using social media.

## GUIDELINES

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### Be a good ambassador

While we are encouraging the use of work related profiles it is everyone’s personal decision whether to use social media, networks and tools in your personal life, however you should always be aware that your behaviour and opinions do reflect on the organisation.

### Be passionate and authentic

Passion is contagious. Share the passion you feel for your work and this sector, talk about the successes you have been part of or know about. If you allow yourself to be genuine and allowing your personality to come through without distracting from the organisation, you will find people will be a lot more responsive.

## **Use a disclaimer**

On any personal social media profiles, always add a disclaimer to make clear that the views you express are yours alone.

Be aware that this disclaimer doesn't free you from any legal and organisational obligations you have.

Recommended Disclaimer - *"The postings on this site are my own and do not necessarily represent Hackham West Community Centre's positions, strategies or opinions"*.

## **Think of television, your mother and your boss.**

Please remember that anything you submit online is considered public domain so do not say anything online that you wouldn't be comfortable seeing quoted on the television, being asked about by your mother or having to justify to your boss.

## **Add value**

We believe that sharing of information and experiences benefits the whole community and our sector and ultimately the beneficiaries we serve. Feel free to share and discuss your experiences. If staff are perceived to be knowledgeable and helpful this will reflect positively on you and on the organisation.

Obviously, use common sense where information is concerned that is internal and/or confidential. If in doubt, ask the owner of the information you want to share.

Refrain from commenting on the work of colleagues in this or other organisations that are outside your field of expertise.

## **If you see an error, feel free to correct but stick to the FACTS**

Organisations can be complicated, legally and operationally to understand. People may misunderstand or choose to misunderstand us. If you come across any misrepresentation of the organisation or the sector, feel free to identify yourself and organisational affiliation and correct their mistake but do so with RESPECT and with FACTS.

If you don't feel comfortable doing it yourself, notify someone else preferably the CDO.

In most cases people won't mind being corrected and they will frequently even distribute the correction themselves. However, if you get the feeling that someone is deliberately misinterpreting you, just ignore them and flag this with the CDO.

## **Be the first to admit a mistake**

If you have made a mistake, be upfront about it. Admit and correct the mistake. If you correct an earlier post do so visibly, e.g. by using the strikethrough function and adding a paragraph that explains the update at the end.

## **Use your best judgement**

If you are about to publish something that makes you even the slightest bit uncomfortable, let it sit for a few more hours or a day and think again whether this is what you want to say. If it still makes you feel uncomfortable and it is related to the Organisation, ask your supervisor for advice.

### **Protect your own privacy**

A lot of Social Media sites allow you some form of control over who can see your material. Use these features.

Never divulge personal and identifiable contact information such as a home address or phone number.

### **Keep security in mind**

Never leave your computer on with open social media sites and your accounts being open. You do not want people accessing your accounts and submitting content or redesigning anything. This is the equivalent of leaving your wallet or phone in the street.

### **Spread the word and connect with your colleagues**

Don't only talk about yourself but also about the successes of your colleagues. Connect with them through social networks and spread their success stories.

If you are new to social media, we are sure colleagues would be happy to contact you through social media.

### **Observe code of conduct**

Even if this is a personal platform that you are using, even in your own time, all the codes of conduct and privacy policies are still in place. Anyone who violates these policies will undergo disciplinary action.

### **Stay focused on your job**

While Hackham West Community Centre encourages the use of social media and online communities for business purposes and recognises that these can be a valuable resource, keep in mind that you were not hired to spend all your time for private matters. Make sure that your online activities don't interfere with your job. *Please refer to the [Information Technology & Communications Policy](#) and the [Hackham West Community Centres Employees Handbook](#).*

### **Keep your manager in the loop**

To avoid problems, if you plan on publishing anything related to your work function or assignment obtain permission before hand. Always keep your supervisor informed about your work-related social media activities.

### **Observe IT security rules**

Don't download or install software that you find through social networks on your work computer. Please follow the *Acceptable use of IT Policy and procedures*.

### **Respect privacy**

Respect people's right to privacy and don't take photos or videos without their permission. Even, if you take photos or videos for personal use only, make sure that you respect the people portrayed. Focus on positive images. Never post anything about any minors that could lead to anyone identifying them or where they live. Always be aware that anyone who violates the privacy policy will receive disciplinary action.

### **Spread the word at work**

As Hackham West Community Centre does encourage personal use of social medias, be sure to notify your supervisor about your personal sites so that we can share and network with you.

### **Respect the Organisation**

Anyone who uses a personal Social Media platform to disparage the name and reputation of the organisation, staff, volunteers, Board of Management, members, sponsors and partners will be subject to disciplinary action.

### **Respect Copyright, Fair use and Disclosure laws**

Always protect sensitive information, always be aware of copyright. Do not use the organisational logo on your personal site. This is only able to be used in official capacity.

### **Supporting Documentation**

- Information Technology & Communications Policy
- Privacy Policy
- Privacy Procedures
- Employee Information Kit
- Social Media Procedure
- Volunteer Handbook

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