

## INTRODUCTION

Social media provides Murrumbidgee Landcare with the opportunity to engage in ongoing conversations with its diverse stakeholder base. It allows Murrumbidgee Landcare to connect with the community, improve our understanding of current attitudes and issues and share Landcare activities and programs.

Murrumbidgee Landcare supports its employees' and volunteers' participation in social media as a means of complementing traditional communication channels (eg web, print, radio and television).

## DEFINITION

Social media refers to the platforms of Facebook, Twitter, YouTube, Instagram, and others as may be added in the future.

## SCOPE OF SOCIAL MEDIA USE

This policy applies to all staff, volunteers, contractors and committee members of Murrumbidgee Landcare It applies to these uses of social media:

- Creating a social media presence as an official representative of Murrumbidgee Landcare
- Publishing messages, responding to comments and uploading content, including data, to official public Murrumbidgee Landcare social media channels and / or third party social media channels
- Making reference to Murrumbidgee Landcare within a private capacity on social media
- When a staff member participates in discussion that relates directly or indirectly to the field in which they are employed by Murrumbidgee Landcare.

## PRINCIPLES OF CONDUCT

Importantly, all content posted on social media sites immediately becomes public information, freely available to those who access it and potentially permanent, difficult to erase, remove or retract.

Staff use of social media should adhere to the same standard of

professional practice and conduct associated with all communication activities. Staff are to operate within Murrumbidgee Landcare's Social Media Policy, Privacy Policy and the professional standards of the Murrumbidgee Landcare Code of Conduct. This includes:

- Being honest, polite and considerate
- Being apolitical and impartial when using social media for official purposes
- Demonstrating the values of Murrumbidgee Landcare
- Not doing anything that may adversely affect Murrumbidgee Landcare, or using social media in a way that could bring Murrumbidgee Landcare into disrepute. This may lead to disciplinary action for staff
- Exercising caution and adopting a risk minimisation approach when using social media.

### **OFFICIAL USE OF SOCIAL MEDIA**

Staff / volunteers participating in an official capacity on third party or Murrumbidgee Landcare hosted social media platforms must:

- Have the prior consent of the Executive Officer to act as an authorised social media user
- Only post or discuss information that is publicly available
- Disclose in a suitable manner the fact that they are an employee / volunteer of Murrumbidgee Landcare, and specify their role within Murrumbidgee Landcare
- Not mix personal views with official comments
- Inform the Executive Officer of any media involvement or interest by journalists
- Follow and comply with the requirements of existing Murrumbidgee Landcare policies
- Ensure there is no conflict of interest for Murrumbidgee Landcare
- Contribute to reporting on the performance of social media channels against Murrumbidgee Landcare targets for community engagement.

### **PRIVATE USE OF SOCIAL MEDIA**

Staff, volunteers and committee members participating in social media in a private capacity are expected to:

- Exercise sound judgement and behave in accordance with Murrumbidgee Landcare policies, values and Code of Conduct
- Clearly separate private opinions from the Murrumbidgee Landcare

official position

- Not allow the use of social media to undermine their effectiveness at work
- Use a private social media account, established with a private email address (staff, volunteers and committee members must not use a Murrumbidgee Landcare social media account or a Murrumbidgee Landcare email address for private use of social media)
- Not disclose confidential information obtained through work
- Understand the risks, benefits and implications that may arise from making private contributions to discussions that relate to their work
- Seek advice from the Executive Officer to address any issues or concerns.

## **ROLE OF THE EXECUTIVE OFFICER**

Roles of the Executive Officer in relation to social media include:

- Maintain a register of official social media accounts and channels
- Arrange social media training where appropriate
- Advise on and approve social media content frameworks
- Track and monitor discussions and respond to emerging issues
- Ensure that any staff, volunteers and committee members who are authorised to operate social media are aware of this Policy
- Ensure adherence to protocols such as photo release forms and Child Protection Guidelines
- Oversee the use of social media tools
- Maintain internal processes to ensure quality, technical accuracy and currency of content posted to social media sites
- Authorise staff, volunteers and committee members to represent Murrumbidgee Landcare in approved social media channels.

### **AUTHORISATION:**

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