

New South Wales Police Legacy

SOCIAL MEDIA POLICY



Version Control

Purpose

This Policy is intended to provide Directors, members of staff, volunteers and supporters of NSW Police Legacy with clarity on the use of social media platforms.

Distribution Control

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1. Introduction

i. Document Purpose

This policy is intended to provide Directors, members of staff, volunteers and supporters of NSW Police Legacy with clarity on the use of social media platforms. It has been developed to inform Directors and staff about using social media so they feel empowered to participate, while being mindful of their responsibilities and obligations under the NSW Police Legacy Code of Conduct.

ii. Document Scope

Social media are online services and tools that allow for interaction and/or participation as well as publishing, sharing and discussion of information. Examples include:

- Social networking and micro-blogging sites such as Facebook, Twitter, Pinterest, Instagram, and LinkedIn
- Video and photo sharing sites such as Flickr and YouTube, and
- Online forums and discussion blogs, including comments on online news articles.

iii. Audience

This social media policy applies to all people who work, volunteer or represent NSW Police Legacy locally, nationally and internationally.

2. Definitions

i. Social Media

For the purpose of this policy, social media is defined as *‘any conversation of activity that occurs online, where people can share information or data that might impact NSW Police Legacy or the people who use our or are provided with services’*.

ii. Official use

Official use is when a Director, member of staff, volunteer or supporter is using social media as a representative of NSW Police Legacy with permission from the Network Coordinator and Marketing and Fundraising Manager. An alternative definition is when any of those mentioned above is posting from a social media account that is labelled as an official NSW Police Legacy account, i.e. not a distinct individual person.

iii. Personal use

Personal use is when a Director, member of staff, volunteer or supporter is using social media as themselves, not officially representing NSW Police Legacy as an organisation, but identifying themselves as affiliated with NSW Police Legacy in their online biographies, profiles or posts or through other digital platforms.

People who are Directors, members of staff, volunteers or supporters who do not identify themselves as being affiliated to NSW Police Legacy are still counted as representing the organisation, as the nature of the online world means they can be traced back to the organisation through their online presence.

Posts made during both official and personal accounts must:

- Comply with NSW Police Legacy values

- not harm or intend to harm
- not cause an individual distress, discomfort or embarrassment, or
- not promote individual Directors, members of staff and/or volunteer businesses or money making ventures.

3. Background

NSW Police Legacy recognises the value in using social media to build more meaningful relationships with our beneficiaries, Police Legatees, the NSW Police Force, the community and other relevant stakeholders.

NSW Police Legacy uses social media to increase awareness of messages, promote events and share engaging, human interest stories to help people understand and engage in the work we do.

Making public comment online is becoming increasingly common for NSW Police Force employees in both official and private capacities. Directors, members of staff and volunteers need to be aware of their responsibilities under the NSW Police Legacy Code of Conduct when using social media.

4. Guiding principles

NSW Police Legacy Directors, members of staff, volunteers and supporters are encouraged to participate in social media. When interacting on social media sites, whether in an official or personal capacity, the following guiding principles shall apply -

- I will not criticise beneficiaries, colleagues, NSW Police Legacy or the NSW Police Force
- I will not do anything that breaches my terms of employment or Contract of Service
- I will not harass, bully or intimidate
- I will not knowingly post inaccurate information
- I will acknowledge and correct mistakes promptly
- I will disclose conflicts of interest where I am able
- I will check all material for accuracy before posting same
- I will link to online references and original source materials directly
- I will be polite, considerate, kind and fair
- I will ensure my activity does not harm either consciously or otherwise, and
- I will champion NSW Police Legacy and its services.
- I will respond to others' opinions respectfully and professionally

5. Official accounts

An official account that represents NSW Police Legacy should stipulate this within its bio, page or account description. An official social media page must be sanctioned by the Marketing and Fundraising Manager. The account must carry the following, or a version of the following words:

“This is the official account for NSW Police Legacy” followed by a brief description of NSW Police Legacy and the purpose of the account relating to the particular social media platform.

The Marketing and Fundraising Manager manages all the official social media and social networking accounts and pages and is responsible for engaging with the public in an official online capacity. The Network Coordinator is responsible for managing the Police Legacy

Legatee Connect social media platforms and is responsible for engaging with Police Legatees. In some cases, other staff may be asked to assist managing this work. In this case, their online interactions will be checked for accuracy and appropriateness on an ongoing basis.

i. Guidelines for Directors, members of staff and volunteers who use social media on behalf of NSW Police Legacy

When representing NSW Police Legacy you should:

- Disclose that your engagement status with NSW Police Legacy and be clear about what you are representing
- Ensure you adhere to the apolitical character of NSW Police Legacy
- Be aware of the terms and conditions of use governing the website upon which you upload or contribute material. These terms and conditions may determine the intellectual property rights and access to content that is uploaded to that particular website.

When providing information in social media on behalf of NSW Police Legacy you should:

- Disclose only publicly available information or other information that you are authorised to release
- Only offer information, support or comment on topics that fall within your area of responsibility
- Provide a direct link to information where it is available, and
- Ensure any content you publish is factually accurate and complies with privacy guidelines

6. Personal accounts

Accounts that are not official but set up by Directors, members of staff, volunteers or supporters of NSW Police Legacy for personal reasons can have an affiliation to the organisation so long as the affiliation with NSW Police Legacy is not the primary identifier and it is stipulated that the opinions expressed as the persons' own, and not that of NSW Police Legacy. For example, on Facebook Director, member of staff or volunteer may have this in their bio "Likes fishing, interested in politics and the news, works for NSW Police Legacy, opinions are my own".

Individuals who are Directors, members of staff, volunteers or supporters of NSW Police Legacy do not have permission to post official NSW Police Legacy content. They can, however, repost, retweet etc. NSW Police Legacy posts, material or comment without substantial or meaningful change as part of showing their affiliation or support of the organisation.

NSW Police Legacy supports staff who choose to use social media in their capacity as private citizens, however they should be aware that content published on social media is publicly available, even on their own personal accounts. As such, you should ensure:

- You are mindful that your behaviour is still bound by NSW Police Legacy values and Code of Conduct, even outside work hours
- You don't make comments that are obscene, defamatory, threatening, harassing, offensive, discriminatory or hateful to or about your work or another person or entity, and

- Your comments are not or could not be perceived to be made on behalf of NSW Police Legacy rather than an expression of a personal view.

When considering making personal comments Directors, members of staff and volunteers should reflect on the following questions:

- Could the comments be expected to cause stakeholders to lose confidence in the employee's ability to work in an impartial and professional manner?
- Would comment of this kind be likely to lower or undermine the reputation of NSW Police Legacy?
- Are these comments in line with how the community in general expects NSW Police Legacy to operate and behave?
- Are these comments lawful?
- Do they comply with anti-discrimination legislation and laws relating to defamation?
- Would you be comfortable if your manager read your comments?

7. Personal privacy and security online

If you identify yourself as a NSW Police Legacy Director, member of staff or volunteer in a social media site, you should be aware that this information may be searchable, even by people who are not your 'friends' or 'followers' online. Staff should not rely on a site's privacy settings for a guarantee of privacy and they should adjust their own privacy settings according to their own needs.

8. Inappropriate Use

Inappropriate use of social media includes, but is not limited to:

- Conducting a private business on NSW Police Legacy's social media presence
- Using discriminatory, defamatory, abusive or otherwise objectionable language
- Stalking, bullying, trolling, mobbing or marginalising any individual or group
- Accessing or uploading pornographic, gambling or illegal content including extreme images of graphic content (blood and gore etc.) or information regarding dangerous activity including drugs, firearms etc.
- Accessing sites that promote racial hatred, terrorist-related views or extreme/fundamental beliefs and values
- Direct political affiliation, unless an individual is running for election (but only on a personal account)
- Excessive debate on public policy, in particular surrounding the mental health, suicide and PTSD area (unless in an official capacity)
- Uploading information of a confidential nature, especially in regards to NSW Police Legacy services or beneficiaries
- Hacking or attempting to infiltrate the systems of NSW Police Legacy or another organisation
- Criticising NSW Police Legacy or other organisation and our/their Directors, members of staff, volunteers or supporters
- Activity that interferes with work commitments
- Paid or unpaid endorsement of any kind, including in kind services or gifts, or
- Activity that brings NSW Police Legacy or the persons' professionalism or ability to act in a professional manner into disrepute.

It is the duty of everyone who is affiliated with NSW Police Legacy to alert either the Marketing and Fundraising Manager or the Network Coordinator to any inappropriate content they may come across.

9. Breaches of policy

Misuse of social media can have serious consequences for NSW Police Legacy, and consequently that misuse can have serious consequences in terms of disciplinary action for those who engage in such conduct. In the event of serious misconduct, disciplinary action up to and including summary dismissal may occur.

10. Crisis support through social media for Police Legatees and supporters

From time to time NSW Police Legacy may encounter a person expressing thoughts of suicide on their social media profiles. It is not appropriate for a number of reasons, for NSW Police Legacy to undertake any crisis support through social media channels. In the case where a post or comment may be interpreted as crisis outreach or there is concern with the content an individual has posted, appropriate contact must be made with the individual and a message similar to the following should be posted as soon as possible. *“I’m really concerned about what you have posted, but I’m not qualified to help you through this blog/page/account etc. Please contact the NSW Police Legacy office on 02 9264 1311”.*

11. Complaints through social media

Complaints or negative comments regarding NSW Police Legacy will be made through social media channels. Both official and personal users of social media are discouraged from arguing or refuting complaints or negative feedback through social media channels. This behaviour can antagonise or fuel further attacks on NSW Police Legacy’s services, brand and/or reputation. In the event of a complaint or negative comment, it is important to address the comment as soon as possible with a version of the following: *“Your feedback is important to help us improve the way we work. Please consider speaking to the NSW Police Legacy office on 02 92461 1311 or email info@policelegacynsw.org.au.”*

12. Deleting Posts

Social media is fluid, two-way, busy and often self-regulating. Social media should be considered a form of two-way communication and a vehicle to listen to the ‘wider’ community views. Organisations that heavily control content on their social media pages or accounts through the deletion of disapproving content, significantly reduce the impact and usefulness of social media as a channel for the distribution of information.

NSW Police Legacy will not delete posts that are complaints, or negative except when they breach any of the conditions outlined for Directors, members of staff, volunteer and supporters in the ‘inappropriate use’ section outlined in this document.

13. Policy Review

The Board will review this policy, and shall amend the policy from time to time as necessary to reflect developments affecting this policy but at least every 2 years.

Declaration

I declare that I have read this Social Media Policy and understand my responsibilities regarding the principles surrounding the use of social media platforms. I understand that a breach of this Policy may lead to legal and/or disciplinary proceedings or may jeopardise my position as either a contractor, employee or volunteer with NSW Police Legacy.

SIGNED

By _____

(Signature) (Date)

In the presence of

(Signature of Witness) (Date)