

# Social media policy

## 1. Purpose

These guidelines are designed to provide helpful, practical advice when commenting in social media about our work and the work you do with us at training or on assignment as a deployee.

The guidelines aim to protect RedR Australia, its staff and deployees as well as the host agencies that partner with us.

## 2. Scope

This policy applies to:

- a. All employees, volunteers, contractors and interns/work placements of RedR,
- b. RedR deployees, and
- c. Standby personnel/applicants.

This policy naturally does not apply to anyone's personal use of social media platforms where you make no reference to RedR Australia, your work with us or one of our host agencies or issues relating to that work.

## 3. Policy Statement

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content.

RedR Australia embraces social media as an important tool of engagement and recognises the wide reach that communication in online communities can have – both positive and negative.

While communication on behalf of the organisation is the primary responsibility of the RedR Communications Team, RedR encourages staff, volunteers and contract consultants to use social media in a personal capacity as a way to reach out and share information with friends and communities about the important work that we do together.

## 4. Principles

### 4.1 Who are these guidelines for?

Please read and use these guidelines if engaging in online discussion or information sharing (on platforms such as Facebook, Twitter, YouTube, LinkedIn, Flickr, Google+, Instagram, personal blogs or other people's blogs) that makes reference to RedR Australia, the humanitarian crisis you are responding to (if on assignment), your host agency or one of our training programs.

An example of when you might consider referencing RedR Australia is when a new video featuring a deployee and his/her experiences in the field is posted on YouTube. You may wish to share a link to the video with your family and friends. Interesting articles or photos that we post or promote, training footage, or links to our publications are also things you may wish to circulate amongst your networks. opportunity to respond to the details of the grievance. Any breaches of confidentiality will be taken seriously and may result in disciplinary action.

## **4.2 Personal vs. private communication**

While communication through social media networks is primarily a personal matter, it is certainly not private. In many cases, written conversations inside these networks can be found through search engines such as Google. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it visible to a wider audience. As a result, personal conversation within social media networks should be considered public rather than private.

## **5. Procedures**

### **5.1 Guidelines**

#### **1. Be a good ambassador**

Think carefully before deciding to engage in social media. Always be aware that your online behaviour reflects on the organisation. RedR Australia's reputation and image must be protected at all times. If you have concerns about our work, other RedR Staff, your host agency, the emergency response or the work you are doing, you should report them to your RedR Australia Program Officer or the Head of Human Resources. It's not appropriate to report them on social media.

If you notice misrepresentation of facts relating to RedR Australia or negative comments being made about the organisation, please feel free to correct people. When doing so, please remain factual and polite. If unsure of how to respond, please inform your Program Officer or the RedR Communications Team who will be more than happy to work with you to craft an appropriate response.

It is best to address issues of this nature promptly.

#### **2. Observe RedR's fundamental principles**

Avoid topics that may be considered objectionable or inflammatory such as politics and religion. Do not publically express opinions that could undermine RedR Australia's principles of neutrality, impartiality and independence.

#### **3. Share information carefully**

RedR operates in complicated legal and operational contexts. Do not reveal any information that compromises RedR Australia, its staff or its deployees or disclose information that is confidential to/within the organisation.

Do not share RedR's intellectual property or that of your host agency online without approval from management.

#### **4. Keep security in mind at all times**

Never disclose names, pictures or locations of field personnel without prior permission from the deployee/s and your program officer.

## 5. Use common sense and your best judgement

The Red Cross employs the principle “think of CNN, your mother and your boss” in its staff social media policy. We like this principle. Do not say anything online that you wouldn’t be comfortable seeing quoted on the news, being asked about by your mother or having to justify to your boss. If you are thinking about publishing or posting something that makes you even the slightest bit uncomfortable, do not proceed. Allow 24 hours to pass before a reconsideration of the planned message. Seek advice.

## 6. Be factual

Stick to what you know and your area of expertise.

## 7. Use a disclaimer

If you have a blog, add a disclaimer to each page making clear that the views you express are yours alone. Be aware that this disclaimer doesn’t free you from the obligations you have under RedR Staff Terms and Conditions of Employment (please see the Handbook), our Code of Conduct or the fundamental principles.

## 8. Respect privacy

Respect people’s rights to privacy and don’t take or post photos or videos without their express permission. This applies to fellow staff, deployees, beneficiaries and participants and volunteers on training courses.

## 9. Don’t use the RedR Australia logo

Do not use the RedR Australia logo or elements of the logo as part of your blog or social media profile.

## 6. Responsibilities & Reporting

### 6.1 Compliance, monitoring and review

The RedR Communications manager is responsible for ensuring the policy:

- Aligns with relevant legislation, government policy and / or Red requirements/strategies/values,
- Is implemented and monitored, and
- Is reviewed to evaluate its continuing effectiveness

## 7. Document control

<b>Reviewed by:</b>	P&C Manager
<b>Approved by:</b>	CEO
<b>Review date:</b>	6 <sup>th</sup> July 2018
<b>Next review:</b>	5 <sup>th</sup> July 2020
<b>Distribution:</b>	External/Internal
<b>Version number</b>	1.0

## Appendix 1 – Social Media policy form

### RedR Australia Social Media Policy

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content.

RedR Australia embraces social media as an important tool of engagement and recognises the wide reach that communication in online communities can have – both positive and negative.

While communication on behalf of the organisation is the primary responsibility of the RedR Communications Team, RedR encourages staff, volunteers and contract consultants to use social media in a personal capacity as a way to reach out and share information with friends and communities about the important work that we do together.

These guidelines are designed to provide helpful, practical advice when commenting in social media about our work and the work you do with us at training or on assignment as a deployee. The guidelines aim to protect RedR Australia, its staff and deployees as well as the host agencies that partner with us. This policy naturally does **not** apply to anyone's personal use of social media platforms where you make no reference to RedR Australia, your work with us or one of our host agencies or issues relating to that work.

#### Who these guidelines are for?

Please read and use these guidelines if engaging in online discussion or information sharing (on platforms such as Facebook, Twitter, YouTube, LinkedIn, Flickr, Google+, Instagram, personal blogs or other people's blogs) that makes reference to RedR Australia, the humanitarian crisis you are responding to (if on assignment), your host agency or one of our training programs.

An example of when you might consider referencing RedR Australia is when a new video featuring a deployee and his/her experiences in the field is posted on YouTube. You may wish to share a link to the video with your family and friends. Interesting articles or photos that we post or promote, training footage, or links to our publications are also things you may wish to circulate amongst your networks.

#### Personal vs. private communication

While communication through social media networks is primarily a *personal* matter, it is certainly not *private*. In many cases, written conversations inside these networks can be found through search engines such as Google. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it visible to a wider audience. As a result, personal conversation within social media networks should be considered public rather than private.

**Guidelines**

## **1. Be a good ambassador**

Think carefully before deciding to engage in social media. Always be aware that your online behaviour reflects on the organisation. RedR Australia's reputation and image must be protected at all times. If you have concerns about our work, other RedR Staff, your host agency, the emergency response or the work you are doing, you should report them to your RedR Australia Program Officer or the Head of Human Resources. It's not appropriate to report them on social media.

If you notice misrepresentation of facts relating to RedR Australia or negative comments being made about the organisation, please feel free to correct people. When doing so, please remain factual and polite. If unsure of how to respond, please inform your Program Officer or the RedR Communications Team who will be more than happy to work with you to craft an appropriate response. It is best to address issues of this nature promptly.

## **2. Observe RedR's fundamental principles**

Avoid topics that may be considered objectionable or inflammatory such as politics and religion. Do not publically express opinions that could undermine RedR Australia's principles of neutrality, impartiality and independence.

## **3. Share information carefully**

RedR operates in complicated legal and operational contexts. Do not reveal any information that compromises RedR Australia, its staff or its deployees or disclose information that is confidential to/within the organisation.

Do not share RedR's intellectual property or that of your host agency online without approval from management.

## **4. Keep security in mind at all times**

Never disclose names, pictures or locations of field personnel without prior permission from the deployee/s and your program officer.

## **5. Use common sense and your best judgement**

The Red Cross employs the principle "think of CNN, your mother and your boss" in its staff social media policy. We like this principle. Do not say anything online that you wouldn't be comfortable seeing quoted on the news, being asked about by your mother or having to justify to your boss. If you are thinking about publishing or posting something that makes you even the slightest bit uncomfortable, do not proceed. Allow 24 hours to pass before a reconsideration of the planned message. Seek advice.

## **6. Be factual**

Stick to what you know and your area of expertise.

## **7. Use a disclaimer**

If you have a blog, add a disclaimer to each page making clear that the views you express are yours alone. Be aware that this disclaimer doesn't free you from the obligations you have

under RedR Staff Terms and Conditions of Employment (please see the Handbook), our Code of Conduct or the fundamental principles.

**8. Respect privacy**

Respect people's rights to privacy and don't take or post photos or videos without their express permission. This applies to fellow staff, deployees, beneficiaries and participants and volunteers on training courses.

**9. Don't use the RedR Australia logo**

Do not use the RedR Australia logo or elements of the logo as part of your blog or social media profile.

Thank you for helping expand RedR Australia's social media reach. Material posted by staff, volunteers and consultant trainers, complementing material posted directly by RedR, gives the impression of a passionate and motivated organisation, which is very positive.

If you have any questions regarding this policy or RedR's social media activity, please contact the Communications Team on [communications@redr.org.au](mailto:communications@redr.org.au). By signing below, you agree that you have read and understood this policy and agree to abide by the guidelines.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_