POL 0062	Social Media Policy (including Easy English Version)

Responsibilities and Delegations	
The Policy Applies To	Executive Director Services Directors Program Managers / Program Developers / Assistant Program Managers Support Workers Administration Participants
Specific Responsibilities	Committee of Management Executive Director Services Directors Program Managers / Program Developers / Assistant Program Managers Support Workers Administration Participants
Policy Approval	Committee of Management (Aurora Support Services)

Policy Context – this policy relates to:	
Standards	NDIS Practice Standards Core Module 2, Governance and Operational Management - Risk Management (Risk Management)
Legislation	Australian Human Rights Commission Act 1986 The Equal Opportunity Act 2010 Charter of Human Rights and Responsibilities Act 2006 Anti Discrimination Act 1991
Contractual Obligations	NDIS Terms of Business Aurora Support Services Individual Participant Agreements Continuity of Support Program Funding Agreement Department of Environment, Water, Land and Planning Crown Land
Organisational Related Policies / Procedures	• Workplace Behaviour - Bullying and Harassment (including Sexual and Occupational Violence) • Compliments and Complaints Policy • Code of Conduct – general • Maintaining an Environment Free from Violence, Abuse, Neglect, Exploitation and Discrimination • Mobile phone and Tablets Policy • Mobile phone (Easy English)
Organisational Related Forms / Documents	• Maintaining an Environment Free from Violence, Abuse, Neglect, Exploitation and Discrimination

Controlled Document						
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Document Code	POL 0062	**Last Reviewed**	30 November 2021	**Review Date**	30 November 2023	

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1.   Purpose

The purpose of this policy is to provide staff, volunteers and participants of Aurora Support Services with guidelines when engaging in social media, as well as utilising electronic communication such as emails and text messages.

The policy has been framed around the National Disability Insurance Scheme Act 2013, NDIS Code of Conduct and NDIS Practice Standards.

Aurora Support Services is committed to ensuring all participants and employees understand the expectation to maintain a professional standard whenever representing Aurora Support Services, including when using organisational email accounts and accessing social media platforms.

2.   Procedures

The following procedures are to be implemented to enable the organisation to meet its policy objective:

2.1. Introduction

Social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration, websites and applications dedicated to forums, micro-blogging, social networking, social bookmarking, social curation and wikis. For the purposes of this policy, it also includes electronic communication technologies such as organisational emails.

Social media, particularly email, websites, Facebook, YouTube and Twitter, are becoming increasingly part of everyday life and can benefit in promoting services.

The objective is not to prevent staff, volunteers and participants from conducting legitimate activities online, it is to ensure staff, volunteers and participants do not compromise themselves or the organisation when engaging in online activities.

2.2 Standards

Aurora Support Services encourages positive social networking, it is therefore important to provide guidance to staff, volunteers and participants to ensure their online conduct is not contrary to the organisation's Code of Conduct (for Social Media use).

The following standards apply to work and personal use of interactive services, with Aurora Support Services accounts and personal accounts. The expectation is that staff, volunteers and participants will **not** at any time:

- Mix professional and personal comments in ways likely to bring Aurora Support Services into disrepute
- Undermine their effectiveness at work
- Imply Aurora Support Services' endorsement of your personal views
- Disclose confidential information obtained through work
- Make comments about colleagues, management, other participants or any Aurora Support Services networks which are disrespectful, disparaging or may bring them into disrepute

Aurora Support Services will enforce the above standards including taking disciplinary action and / or counselling as and when appropriate.

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2.3. Staff / Participant Responsibilities

Updating your social media page / status / activity stream during work time

- During work breaks or lunchtime, you **are** permitted to access and update social media accounts as long as it does not impact on your work
- You **are** permitted to access a social media account if it directly relates to a program goal or program activity that includes the participants of the program
- You **are not** permitted to access and update social media accounts during work hours where you have allocated duties and responsibilities

2.4. Organisational Responsibility

Employees, volunteers or participants who participate in online communication that has potential to cause damage to the reputation, viability or profitability of Aurora Support Services will be subject to disciplinary action under the organisation's Performance Management Policy (regardless of whether the content originated from an organisational or personal source).

Aurora Support Services will remove, or request the employee, volunteer or participant to remove, any material where there appears to be a breach of the Code of Conduct (for Social Media use refer 2.6) e.g. where an employee, volunteer or participant infringes copyright at work or posts inappropriate content to an interactive service site (regardless of whether the content originated from an organisational or personal source).

2.5. General Social Networking

Certain conduct may be deemed as inappropriate when you are online, including when using the social media in a personal capacity. It is important to remember that online networks are public forums and your comments could lead to unintended consequences that detrimentally impact yourself or the organisation, particularly if you engage in the following:

- Breach of Confidentiality
- Illegal or Unethical Behaviour
- Harassment, Discrimination of Bullying
- Breach of Privacy in respect of stakeholders of Aurora Support Services

2.6. Code of Conduct (for Social Media use)

The following Code of Conduct applies when you **make reference** to Aurora Support Services staff, participants, contractors, volunteers or competitors, products or services, as either an employee or in your personal capacity.

2.6.1 Continue the Tradition of Values

- Recognise your role in providing superior service in your online interactions. Engage online in a way that is reflective of the values of Aurora Support Services
- Understand that what you say online reflects on Aurora Support Services, so be positive
- Social media provides a wonderful forum to hear and gain feedback from our participants and colleagues – embrace and encourage this through listening / reading

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2.6.2 Understand Your Own Responsibilities

- Understand you are personally responsible for what you say online and be mindful what you publish will be public for a long time
- Only authorised spokespeople can respond on behalf of Aurora Support Services so be sure to clearly indicate you are speaking in your own personal capacity

2.6.3 Send a Clear Message About our Organisation's Values

- Understand and follow these guidelines and the Code of Conduct and Statement of Commitment when engaging in social networking
- Be respectful in your interactions with others whether they are employees, participants or contractors and also towards competitors.

2.6.4   Uphold the Reputation of Aurora Support Services

- Be aware of your association with Aurora Support Services
- Responses to complaints or criticisms about Aurora Support Services are only to be addressed by an authorised Aurora Support Services spokesperson

2.6.5 Be Mindful of the Sensitivities of Others

- Be aware that there are consequences of what you say or publish
- Don't reference other employees, participants, customers or contractors without their approval
- Don't say or publish anything that could be misinterpreted to reflect negatively on another, or which could embarrass or humiliate a participant, employee, contractor or competitor

2.6.6. Be Courteous, Open and Honest

- Be courteous and respectful to individuals and communities you interact with
- Respect your audience and adopt an open and constructive tone in what you say
- Be yourself and let your personality shine through
- Avoid engaging in unconstructive or inflammatory conversations

2.6.7 Maintain Confidentiality

- Only disclose publicly available information
- Don't discuss or provide Aurora Support Services confidential information
- Don't disclose other people's or organisation's confidential information

2.6.8 Support Legal or Ethical Behaviour

- Respect copyright, privacy, disability laws
- Don't use Aurora Support Services' logos or trademarks without pre-approval

2.6.9 Prevent Harassment, Discrimination or Bullying

- Do not engage in unwelcome or uninvited behaviour that subjects employees, clients, customers or contractors to conduct that intimidates, humiliates or offends them

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- Do not subject people to less favourable treatment due to their race, gender, physical / intellectual ability, religion, sexual preference or any other perceived difference
- Do not engage in online conduct that humiliates or offends employees, clients, customers or contractors
- Report any comments that may offend stakeholders of Aurora Support Services

2.6.10 Avoid Breach of Privacy

- Never give out, discuss or disclose personal information of participants, employees, volunteers or contractors
- See the Aurora Support Services Policy for Privacy, Dignity and Confidentiality for more information

SOCIAL MEDIA PRINCIPLES

Social

- Try to add value and share your knowledge. Provide worthwhile information and perspective
- Ask your social media peers for help. If you want to find a particular document, follow up on a presentation, or learn more about social media this is a great way to do it

Polite

- Be polite and respectful in your interactions with other employees, participants and the public. Use the 'dinner table test': a symbolic test used to decide whether a topic is generally acceptable to one's peers, or is suitable for polite conversation, such as at the dinner table

Considerate

- Consider copyright / Creative Commons and confidentiality issues
- Aurora Support Services requests that you be mindful that what you publish will be public for a long time - protect your privacy. Work under the assumption that everything you type into your computer is 'public' and recorded, if not by Google and Facebook, at the very least by the Aurora Support Services administrator

Accurate

- Be the first to correct your own mistakes
- If in doubt about the appropriateness of content, leave it out

Don't:

- Compromise the privacy of any person
- Don't put any more information than you feel comfortable providing into social media
- Don't vent your frustrations, rant or bore your readers
- Post confidential information
- Alter previous posts without indicating that you have done so

3.   Review and Quality Improvement

The Services Director/s are responsible for reviewing and updating this policy on a two yearly basis.
However, if at any time the legislative, policy or funding environment is so altered that the policy is no longer appropriate in its current form, the policy will be reviewed immediately and amended accordingly.

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SOCIAL MEDIA POLICY – EASY ENGLISH

- Social Media is online services for publishing, sharing and discussing information i.e. YouTube, Facebook, emails etc.

- Social Media is a great way to communicate and find out information.

- Be safe and responsible when using social media.

- Be respectful of Aurora Support Services, their staff, clients and visitors.

- Do not say anything on social media about others without their permission.

- Be positive.

- You are responsible for what you put on social media.

- Respect other people who will read what you put on social media.

- Respect people's confidentiality and privacy.

- You may need to get approval from managers at Aurora Support Services before you put information on social media.

- Do not bully people on social media.