

SOCIAL MEDIA POLICY

POLICY AND PROCEDURE

Policy Statement

This policy provides information to all people working within Mypower Foundations' acceptable use of social media in relation to their work. This policy applies to employees, contractors and volunteers.

Comments published via social media platforms are public statements and should be made by an authorised spokesperson in the same way that comments are made in any public forum or to the media.

This policy supports Mypower Foundations' in applying the Practice Standard 2 Provider Governance and Operational Management (National Quality System).

Definitions

Social media refers to any internet-based exchange of information or interaction and includes but is not limited to

- Facebook pages and groups
- Instagram
- Snap Chat
- Twitter
- Linked In
- Yammer
- Pinterest
- YouTube
- Tik Tok

Social media content includes all forms of communication including written words as posts, emails or texts. It includes video and audio files. Images, graphics and emojis.

Procedure

Work-based social media

that any use of the company logo, branding or name on social media aligns with the organization's branding guidelines.

All internal communications, financial details, strategic plans, and other proprietary information should never be shared on social media.

Mypower Foundations has the right to monitor social media posts related to the organization.

Violations will be reported by any and all employees, contractors and volunteers via our reporting avenues (email, phone, WhatsApp). The director will conduct an investigation of all reports.

The release and use of any company-related information must be approved by the Director. This includes approval of the message, the social media platform and the timing of any post or comment.

Employees and contractors working for Mypower Foundations and volunteers cannot talk about or provide information about participants on any social media platform.

People working for Mypower Foundations as employees, contractors or volunteers must not answer questions or provide advice on any issue related to their place of work. Any request should be referred to the Director, who will provide a response.

Any contracted managers of social media profiles are responsible for ensuring all information is approved for publication prior to publishing.

Authorised spokespersons must identify themselves as Mypower Foundations' representative and only disclose authorised information. They must comply with any legal requirements such as copyright, privacy, defamation, contempt of court, discrimination, cyberbullying or harassment. Any comments must be lawful and respectful.

Personal use

Any personal use of social media is to be in personal time only and not on any organisational device.

Employees and contractors must not imply that they are authorised to speak as a representative of Mypower Foundations, nor give the impression that the views expressed are those of Mypower Foundations.

Any employee or contractor for Mypower Foundations must not use the identity or likeness of another employee or contractor or the Director. They must not post any material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee, contractor or volunteer of Mypower Foundations.

Employees and contractors must not comment or post any material that might otherwise cause damage to Mypower Foundations' reputation or the reputation of its contractors.

Liking, sharing, or retweeting posts does not necessarily mean the organization endorses the content.

Failure to comply with this policy may result in termination of contract.

Anyone employed or contracted with Mypower Foundations should contact the Director for advice if they aren't sure about anything in this policy or if they have any concerns about social media content related to other contractors or the company.

Breaches in this policy will result in disciplinary action which may result in a warning, further training, legal action, or termination of contract or employment dependent on the severity of the breach.

Emergency situations or crises on social media, such as negative publicity, false information being spread, etc will be dealt with by the Director.

Responsibility

This policy applies to all employees, contractors and volunteers. Anyone working with or for Mypower Foundations is expected to be familiar with this policy and use the approved procedures for responding to real and possible conflicts of interest.

This policy is owned by the Director.

- Only authorised persons can release company information on social media.
- Mypower Foundations has official social media accounts that it uses to share information with the public and answer general queries.
- Any engagement, conversation or interaction between Mypower Foundations staff and others is respectful and appropriate.
- Mypower Foundations communicates honestly with staff and clients, their families and carers.
- Private information about clients accessing services is confidential.
- The Director must seek written permission from the client if any information regarding them is to be shared.
- Any public information shared by Mypower Foundations is accurate and timely.
- Employees and contractors are entitled to use their personal social media accounts for private purposes in their own time and on their own device.

Relevant Legislation and Policies

- Privacy Act 1988
- Work Health and Safety Act 2011
- Defamation Act 2005 (NSW)
- Cybercrime Act 2001

- Copyright Act 1968
- Racial Discrimination Act 1975
- Sex Discrimination Act 1984
- NSW Disability Services Standards
- National Standards for Disability Services
- Disability Discrimination Act 1992
- National Disability Insurance Scheme Act 2013
- NDIS Code of Conduct
- NDIS Quality and Safeguarding Framework
- Universal Declaration of Human Rights
- United Nations Convention on The Rights of Persons with Disabilities