

# Social Media Policy

Policy number	202307	Version	001
Drafted by	David Gregory	Approved by Board on	1/3/2023
Responsible person	Leila McDougall	Scheduled review date	1/9/2026

## 1. Introduction

- 1.1 This Social Media Policy outlines JAF Productions expectations of Workers when using social media or making public comments online.
- 1.2 JAF Productions embraces the use of social media for the promotion, development and delivery of JAF Productions goods and services and is committed to ensuring that social media engagement connected with JAF Productions is lawful, professional and respectful.

## 2. Purpose

- 2.1 Social media is an important tool that JAF Productions uses to publicise its operations and solicit public support.
- 2.2 The purpose of this policy is to encourage Workers to generate appropriate social media content in connection with JAF Productions.
- 2.3 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of JAF Productions and that posts made through its social media channels do not damage the JAF Productions reputation.

## 3. Scope

- 3.1 This policy applies to:

Employees	Directors	Officers	Contractors (including employees of contractors)	Volunteers	Members
✓	✓	✓	✓	✓	[✓]

3.1 People covered by this policy will be collectively referred to as **'Workers'**.

3.2 Social media includes, but is not limited to, engagement on:

- a) Twitter
- b) Facebook
- c) Instagram
- d) Pinterest
- e) Google+
- f) WordPress/Blogger
- g) YouTube/Vimeo
- h) iTunes/Podcasting
- i) Snapchat
- j) TikTok
- k) Reddit
- l) LinkedIn
- m) Online chat forums/tools (e.g. WhatsApp, Messenger, WeChat, Viber)
- n) and any other new forms of social media that may emerge from time to time

#### 4. Values

4.1 JAF Productions social media use shall be consistent with the following core values:

- a) **Integrity:** JAF Productions will not knowingly post incorrect, defamatory or misleading information about our own work or the work of other organisations or individuals. In addition, we will post in accordance with the organisation's Copyright and Privacy policies.
- b) **Professionalism:** JAF Productions social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate/authorised, post on behalf of JAF Productions using our online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- c) **Information Sharing:** JAF Productions encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, and of interest to our members.

#### 5. Policy

5.1 All posts that relate to JAF Productions must meet content guidelines for use of social media. This includes:

- a) posts on or connected with JAF Productions social media accounts (**Professional Social Media Use**); and
- b) posts on Workers' own social media accounts (**Personal Social Media Use**).

#### 5.2 Professional Social Media Use

The CEO may approve an individual to post on JAF Productions social media accounts (**Approved Poster**). In determining who should be an Approved Poster, the CEO/Social Media Manager may consider:

- a) the extent of control JAF Productions has over the individual
- b) whether the individual has the appropriate communication skills
- c) what understanding the individual has of the risks of social media use
- d) current and former responsibilities and how the individual performed in those roles

Only Approved Posters should have access to social media account passwords and logins.

The CEO must keep records of Approved Posters and review the appropriateness of approvals on an annual basis.

### **5.3 Personal Social Media Use**

Subject to this Policy, Workers should seek prior approval from the CEO before engaging in Personal and/or Professional Social Media Use about or connected with JAF Productions, save for promoting or supporting JAF Productions activities.

Workers that are not Approved Posters may engage in Personal and/or Professional Social Media Use about or connected to JAF Productions without prior approval from JAF Productions, provided that the use complies with the Social Media Policy, Content Guidelines and Procedure.

## **6. Content guidelines**

6.1 JAF Productions respects the right of Workers to participate in political, advocacy and community activities.

6.2 Workers should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. JAF Productions expects Workers to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.

6.3 When engaging in Professional Social Media Use, JAF Productions expects that Workers will:

- a) be professional and respectful

- b) promote the best interests of JAF Productions
- c) not include misleading or deceptive statements or inferences
- d) refrain from inappropriate swearing
- e) only include intellectual property (such as photos, videos and quotes) that JAF Productions has permission to use or that do not require permission to use
- f) comply with JAF Productions Privacy Policy.

6.4 When engaging in Personal and/or Professional Social Media Use, Workers must also ensure that they

- a) don't use a work email address to register personal social media accounts
- b) refrain from conduct that has the potential to damage JAF Productions reputation
- c) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other Workers, clients or stakeholders of JAF Productions
- d) don't make comments that are, or could be perceived to:
  - i. be made on behalf of JAF Productions, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedure
  - ii. compromise the Worker's capacity to fulfil duties in an impartial and unbiased manner
- e) are mindful that their behaviour is bound by JAF Productions Policies, Procedures and Code of Conduct, even outside work hours (e.g. comments made on social media about a colleague)
- f) make clear that any views expressed in Personal Social Media use are their own and not those of JAF Productions (However, this will not necessarily protect them from breaching the Policy).

## 7. Responsibilities

7.1 The CEO/Board shall nominate a Social Media Manager to co-ordinate JAF Productions social media management.

7.2 Workers may, from time to time, post or comment on the activities of JAF Productions and where appropriate/authorised, post on behalf of JAF Productions using the organisation's online social media profiles. Unless a Worker is promoting or supporting the activities of JAF Productions, this should only be done only with the express knowledge and authorisation of Organisation/the Social Media Manager.

7.3 The Social Media Manager has responsibility for overseeing the organisation's Social Media Strategy. Their role includes:

- a) Determining which social media platforms are most appropriate for JAF Productions to engage in, and policing those boundaries

- b) Ensuring that all posts are in keeping with JAF Productions mission, core values, and policies
- c) Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content), and to minimise the risk of a repeat incident
- d) Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post
- e) Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic
- f) Developing a strategy for expanding our social media footprint over time

## 8. Breaches

- 8.1 If a Worker breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including the termination of their engagement.

## 9. Related Documents

- Social Media procedure
- What to do in a Media Crisis
- Media Relations Policy
- Privacy Policy
- Copyright Policy
- IT and email use
- Confidentiality Policy

## 10. Legislation & Industrial Instruments

- Copyright Act 1968 (Cth)
- Privacy Act 1988 (Cth)
- Defamation Act (state and territory specific)

*This policy & procedure is not intended to override any industrial instrument, contract, award or legislation.*

# Social Media Procedures

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## 1. Procedures

### 1.1 Posting to social media

Before social media posts are made, volunteers and staff should ask themselves the following questions:

- a) Is the information I am posting, or reposting, likely to be of interest to JAF Productions members and stakeholders?
- b) Is the information factual and true? Does it emanate from a reliable source?
- c) Is the information in keeping with the interests of the organisation and in line with the organisation's mission, work, and core values?
- d) Could the post be construed as an attack on another individual, organisation or project?
- e) Would JAF Productions supporters (including donors) be happy to read the post?
- f) If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- g) If reposting information, is the original poster an individual or organisation that JAF Productions would be happy to associate itself with?
- h) Is the tone and the content of the post in keeping with other posts made by JAF Productions? Does it maintain the organisation's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the **Social Media Manager**. A few moments spent checking can save the organisation big problems in the future. If in doubt, leave it out.

### 1.2 Damage limitation

In the event of a damaging or misleading post being made, the **Social Media Manager** should be notified as soon as possible, and the following actions should occur:

- a) The offending post should be removed.
- b) Where necessary, an apology should be issued, either publicly or to the individual or organisation involved.
- c) The origin of the offending post should be explored, and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, revert to the [Media Relations Policy](#) and the Institute of Community Directors Australia (ICDA) help sheet: [What to do in a Media Crisis](#).

### **1.3 Moderating social media**

JAF Productions is committed to protecting its reputation and maintaining a safe and friendly environment for its Workers and members.

From time to time social media forums may be hijacked by trolls or spammers or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts breach the Content Guidelines in the Policy, users may be subject to disciplinary action.

If a post that breaches Content Guidelines appears only once:

- a) Remove the post as soon as possible;
- b) If possible/appropriate, contact the poster privately to explain why you have removed the post, highlighting JAF Productions posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- a) Remove the post as soon as possible;
- b) Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort, and only when the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

Moderation of social media posts, including any decision to block, ban and remove posts, ultimately lies with the **Social Media Manager**, but may, at their discretion, be delegated to responsible staff and volunteers.

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### Responsibilities

The Board is responsible for the development and review of this policy.

All Board members, casual, permanent and contract staff and volunteers are responsible for adhering to this policy.

### Procedures

All event and project sponsorships must have significant financial commitment from the sponsor to help offset the costs associated with the activity.

All sponsorship relationships involving JAF Productions must be identified and recorded for information purposes to encourage a donor-centred approach to revenue generation.

Naming rights associated with any sponsorship must be approved by the Board.

Sponsorship over \$500 will be embodied in written contractual agreements between JAF Productions and the sponsorship partner (See Appendix A).

### Related Documents

- [Ethical Fundraising Policy](#)

### Authorisation

Leila McDougall

CEO & Director

1/3/2023

## APPENDIX A

sponsorship contracts/letters of agreement guidelines

Sponsorship contracts and letters of agreement involving JAF Productions must include the following clauses:

1. **Description of the Sponsorship Alliance:** The contract will contain a comprehensive description of the item, project or event around which the sponsorship alliance is constructed, including a list of obligations for both parties. Obligations of the parties in market research or sponsorship analysis will be explicitly itemised in the contract. (See also item 7 below.)
2. **Terms of Agreement:** the dates for commencement and conclusion of sponsorship alliances must be included in the contract.
3. **Key Personnel:** The contract will include the names of the individuals from both parties primarily responsible for the sponsorship, and to whom issues regarding the contract are to be referred.
4. **Limitations on and Approval of the Use of the JAF Productions Name:** The following clause limits the use of our name by the sponsor in its own internal and external promotion and advertising as per the negotiated arrangements: *"Neither party, in any situation, whether within or outside the parameters of the sponsorship, shall be deemed to be the spokesperson for, or the representative, of the other party."* The accepted use of the JAF Productions's word mark, logo or crest must be stipulated in all contracts and agreements.
5. **Exclusivity:** JAF Productions may wish to offer outright or industry exclusivity to a sponsor, or the sponsor may request such exclusivity within the sponsorship alliance. Where relevant, the following statement regarding exclusivity will be included in the contract: *"JAF Productions agrees that [Name of Sponsor] shall be the sole and exclusive sponsor of [Name of Initiative] for the term of this agreement."*
6. **Financial Terms and Schedule of Payments:** The total value and payment schedule of the sponsorship agreement between the parties will be clearly identified in the contract.
7. **Obligations of the Parties to Each Other:** The obligations of the parties are dependent upon the form of the alliance and will be determined on an individual basis. Responsibility for any market research or program or evaluation duties, reporting, and approvals will be specified in the contract, along with specific criteria and methodologies for the evaluation of the sponsorship.
8. **Breach of Contract:** The contract should stipulate what shall occur in the case of a breach of contract; for example: *"Prior to initiating formal notification of breach of contract, the parties will undertake all appropriate and reasonable efforts to resolve the matter. Should these efforts not prove successful within a reasonable time, either party may notify the other of breach of contract in writing. Such notification will require rectification within 14 days. If the breach is not rectified within that time then the non-breaching party may terminate the contract by written notice."*
9. **Right to Discontinue the Sponsored Program or Event:** The contract shall ensure JAF Productions reserves the right to cancel the sponsorship should circumstances dictate; for

example: *“When circumstances beyond the control of JAF Productions force the cancellation or substitution of a sponsored event or project, JAF Productions reserves the right to cancel without finding itself financially liable or in breach of contract.”* If it is intended that JAF Productions be entitled to retain any sponsorship funds already paid then this should be specified in the contract.

10. **Right to Cancel Sponsorship for Reputational Reasons:** The contract shall ensure JAF Productions reserves the right to cancel the sponsorship if matters occurring or becoming known after the signing of the contract make it likely, in [Name of Organisations]’s reasonable opinion, that the continued association of the sponsor with JAF Productions may cause JAF Productions to become subject to criticism or otherwise held in disrepute.