



Social Media Policy

Major changes to this policy:

- Added requirement to obtain formal approval for creating social media accounts/channels.
- Changed all references to media and communications manager to EM responsible for corporate communications (and Executive Officer as current delegate).
- Removed *Social Media Definitions and Terminology and Using Social Media Safely Appendices*.
- Rebrand.

1.0 Purpose

This Policy outlines the protocols for using social media to conduct our official business and provide guidance to employees and volunteers where their personal and professional use of social media intersect.

2.0 Scope

This Policy applies to the use of social media channels for our business, where employees have been authorised to use social media as a communication tool on behalf of us.

This Policy also provides guidance to all other employees, volunteers and subcontractors in using their personal social media to promote or share our work and making public comments online.

3.0 Policy Statement

It is important that our employees feel empowered to utilise contemporary communication tools to facilitate their work, while being mindful of their responsibilities to ensure this use is aligned with our communications strategy.

Any social media channel operating on behalf of us or our program must have clear purpose, be approved by delegated employees, have monitoring processes in place and undergo regular reviews.

A register of our approved social media accounts and authorised users is held by the Critical Documents Officer and reviewed quarterly by the Communications and Mobilisation Manager.

Additionally, employees utilising social media channels must be mindful of their responsibilities to uphold the [Multicultural Australia Way](#), and to communicate in a manner consistent with our reputation as a leading provider of settlement services in Queensland.

When participating in social media, either for professional or personal reasons, our employees, volunteers and subcontractors should uphold their responsibilities under our [Code of Ethics and Conduct](#), Communications Strategy and [Privacy Policy](#).

3.1 Approval to establish and manage

Using or establishing social media accounts for our businesses and programs, including official engagement online with stakeholders and the general public, is limited to employees authorised as social media account managers by the Executive Manager responsible for corporate communications and the Communications and Mobilisation Manager.

Before commencing a social media initiative (e.g. starting a Twitter account or Facebook page/group for a program), it must be presented in a brief initially endorsed by the Program Manager and formally approved by the Executive Manager responsible for corporate communications and the Communications and Mobilisation Manager.

Administration of accounts is restricted to authorised social media account managers.ⁱ

3.2 Principles for the Official Use of Social Mediaⁱⁱ

All employees who are authorised to use social media as an official communication tool need to be familiar with and apply the following principles:

Accuracy – Information published must be correct and cite sources where appropriate.

Be purposeful – Reflect on what you want the information to achieve. Consider how the content reflects on Multicultural Australia and its alignment with the Multicultural Australia Way, our vision and values.

Measure your impact – Analyse whether your information has achieved your objective.

Be impartial – Avoid criticising or advocating for political parties or policies. Personal opinion must not be expressed.

Be respectful – Be courteous and polite. Be sensitive to diversity. Avoid arguments and do not make personal attacks. Do not use obscene, defamatory, threatening, harassing, discriminatory or hateful content.

Judge each interaction independently – Do not attempt to resolve issues online when faced with an irate or emotional user. Acknowledge the issue, take it offline and continue the communication via email, phone or face-to-face. Where required, implement our social media monitoring and complaints management procedures.

Consider intellectual property – Respect copyright and get permission to use resources from other sources. Use our official branding and logos.

Identity – Use a Multicultural Australia identity and not a personal identity when posting to or responding from Multicultural Australia accounts, unless you have permission to do so.

Privacy – Check the account privacy settings. Ensure you have formal permission/consent to share personal information including images, as per our privacy and media/photo consent procedures.

Social media is meant to be social - Users expect a reasonably swift response when engaging with our official channels. Every effort must be made to acknowledge engagement as soon as is reasonable.

Stop, think, act – Always review content before publishing and consider the impact that the communication could have. Use common sense and best judgement, and if in doubt – ask your manager - and/or leave it out.

3.3 Principles for the Personal use of social media and making public comment onlineⁱⁱⁱ

We acknowledge and respects that employees, volunteers and contracts have the same rights as any other member of the community to freedom of expression and participation in political, advocacy and community activities.

We encourage employees to share our official social media posts through their personal channels and not post their own Multicultural Australia related content (that has not been generated from our official channels) to their personal platforms.

Information from employees' personal social media accounts and other online content is or may become publicly available. Therefore it is important that all employees, volunteers and subcontractors are familiar with the following guidelines when using personal social media accounts:

Do's	Don'ts
<ul style="list-style-type: none"> • Follow and share official channels and content. • Encourage your family and friends to do the same. • Promote our events. • Like, share and comment on our posts. • Support our partners and sector allies. • Be mindful that your online behaviour is bound by our Code of Ethics and Conduct. • Provide content to the Communications and Mobilisation Manager that can be used for social media promotion 	<ul style="list-style-type: none"> • Use work email addresses to register accounts. • Make comments that are defamatory, threatening, harassing, discriminatory or contain hateful content to or about work or your colleagues (even if you feel they are satire or humorous). • Make comments or post pictures that could be perceived to be made on behalf of us or compromise your position with us. • Disclose sensitive or confidential information including client data or images of clients or stakeholders for which you do not have consent to use. • Post your own Multicultural Australia related content (That has <u>not</u> been generated from our official channels) on your personal social media account.

3.4 Access to social media at work

We accept that employees may access their social media accounts for both business and private purposes while at work. While personal use is permitted, it must not negatively impact or interfere with the performance of work duties. It is encouraged that personal social media accounts are only viewed during work breaks.

3.5 Privacy^{iv}

Personal information about individuals cannot be provided to third parties without their consent. This includes the email addresses of your colleagues and contacts contained in your Outlook contact lists. Employees must be careful to not upload contact lists into external social media sites when prompted to by a social media site. Additionally, employees must familiarise themselves with our [Privacy Policy](#) before managing our social media accounts.

3.6 Managing breaches of this Policy

Failure to comply with this Policy may constitute a breach of our [Code of Ethics and Conduct](#). Serious breaches may result in disciplinary action.

Inappropriate content such as discrimination, harassment, bullying or profanity on an official Multicultural Australia social media site must be immediately reported to the Executive Manager responsible for corporate communications and the Communications and Mobilisation Manager.

4.0 Policy Owner

The Executive Manager, responsible for corporate communications.

5.0 Responsibilities

These people...	Are responsible for...
Executive Manager responsible for	<ul style="list-style-type: none"> • Ensuring social media is used appropriately within the scope of this policy, related documents, and in accordance

These people...	Are responsible for...
corporate communications (or their delegate)	<ul style="list-style-type: none"> with Multicultural Australia's strategic objectives and communications strategy. Approving the creation of any new social media accounts and appointing administrators or moderators, and Reviewing and approving this policy and related procedure/s.
Executive Officer	<ul style="list-style-type: none"> Supporting the implementation of Multicultural Australia social media and communication strategies and the implementation of this policy. Acting as a contact point for employees to seek advice and information.
Executive Support Team	<ul style="list-style-type: none"> Being the primary social media operatives, tracking the efficacy of social media campaigns, generating content ideas, monitoring threats and ensuring the professional presentation of Multicultural Australia's shopfront accounts. Responding to negative reviews on any social media channel, including Google or Facebook reviews. Monitoring social media and preparing content.
IT Manager	<ul style="list-style-type: none"> Providing technical support or advising the Executive Support Team of any known threats.
Senior Managers and Team Leaders	<ul style="list-style-type: none"> Providing social media content ideas in line with the content guidelines for their program areas, and reinforcing Multicultural Australia's content policies with their employees and other internal stakeholders. Seeking endorsement from their Executive Manager and approval of the Executive Manager responsible for corporate communications and their delegate (currently the Executive Officer) before establishing new social media accounts for Multicultural Australia business or programs.
All other employees, volunteers and contractors	<ul style="list-style-type: none"> Using social media in accordance with the protocols outlined in this and related policies and procedures.

6.0 Related documents

- [Media Consent Release Form](#)
- [Code of Ethics and Conduct](#)
- [Privacy Policy](#)
- [Media Spokesperson Strategy](#)
- [Complaints Policy](#) and [Procedure](#)
- [Disciplinary Procedure](#)
- [Workplace Discrimination and Harassment Policy](#)
- Communications Strategy
- Social Media Crisis Management Procedure

Legislation

- Privacy Act 1988 (Cth)

6.0 Definitions

This...	Means...
Social media	Any online platform application, software, webpage, wiki, forum, chat room, networking, blog or micro blogging site that

	<p>allows users to:</p> <ul style="list-style-type: none">• Generate, post or share content such as reviews, editorial pieces, opinions, status updates, events, photos, videos or audio with other users and online communities.• Interact or engage in online conversations with other users on a variety of topics, often in real time.
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ⁱ Added the requirement to obtain formal approval to establish social media accounts
ⁱⁱ Minor changes to principles
ⁱⁱⁱ Added table of guidelines for staff using private social media accounts
^{iv} Added 3.4 Privacy