

## YMCA Geelong Social Media Policy



### OFFICE USE ONLY

Policy Number	Date Approved	Date Last Amended	Status
YG100-G	23/08/2017	23/08/2017	APPROVED

### 1. SOCIAL MEDIA POLICY

#### 2. INTRODUCTION

YMCA Geelong recognises that social media provides new opportunities for dynamic and interactive two-way communications which can complement existing communication and further improve information, access and delivery of key services.

We also recognise that our people are the best ambassadors of the YMCA and encourage staff and volunteers to engage in conversation about the Y, our programs and impact on the community. We also want you to do participate in a safe, respectful manner on social media channels.

The intent of this policy is to provide clear guidance for the appropriate use of social media platforms and tools by YMCA Geelong staff, volunteers and contractors for the purpose of conducting YMCA business.

#### 3. POLICY

YMCA Geelong employees are encourage to publish or comment via social media however, not during shifts, whilst supervising children or conducting programs in any way during work hours or using work facilities, unless you have been authorised to do so on behalf of the YMCA. YMCA Geelong employees who are approved and appointed individuals are free to publish or comment via social media in accordance with this policy. Such employees are subject to this policy to the extent they identify themselves as a YMCA Geelong employee (other than as an incidental mention of place of employment in a personal social media on topics unrelated to YMCA Geelong).

**All employees are approved access to the MY YMCA Geelong Closed Facebook page and are authorised to publish on this page during work hours however not while actively instructing classes/supervising children.**

##### 3.1 Using Social Media for Business Purposes

Staff, volunteers, and contractors are expected to:

- Seek prior authorisation from the CEO
- Adhere to YMCA Geelong's codes of conduct, policies and procedures

- Behave with caution, courtesy, honesty and respect
- Comply with relevant laws and regulations
- Reinforce the integrity, reputation and values of YMCA Geelong.
- Post authorised, approved photos and promotional material. All photo's of children must be check that we are authorised to publish prior to publishing the image.

### **3.2 Content**

The following content is not permitted under any circumstances:

- Abusive, profane or sexual language
- Content not relating to the subject matter of that blog, board, forum or site
- Content which is false or misleading
- Confidential information about YMCA or third parties
- Copyright or trade mark protected materials
- Discriminatory material in relation to a person or group based on age, colour, creed, disability, family status, gender, nationality, marital status, parental status, political opinion or affiliation, pregnancy or potential pregnancy, race or social origin, religious beliefs or activity, responsibilities, sex or sexual orientation
- Illegal material or materials designed to encourage law breaking
- Materials that could compromise YMCA, employee or system safety
- Materials which would breach applicable laws (defamation, privacy, trade practices, financial rules and regulations, fair use, trademarks)
- Material that would offend contemporary standards of taste and decency
- Material which would bring YMCA Geelong into disrepute
- Personal details or references to YMCA Board, staff or third parties, which may breach privacy laws
- Spam, meaning the distribution of unsolicited bulk electronic messages
- Statements which may be considered to be bullying or harassment
- Photographs or videos of client, customers or participants where permission has not been provided.

### **3.3 Authorisation**

Ensure appropriate authorisation has been obtained before using social media including but not limited to uploading content and acting as a spokesperson on behalf of YMCA Geelong. Authorisation may be included in position descriptions however if in doubt, check with the CEO YMCA Geelong before using social media to communicate. Depending upon the nature of the issue and potential risk, it may also be appropriate to consider seeking legal advice.

### **3.4 Expertise**

Do not comment outside your area of expertise. Do not commit YMCA Geelong to actions or undertakings.

### **3.5 Disclosure**

Only discuss publicly available information. Do not disclose confidential information, internal discussions or decisions of YMCA Geelong, employees or third parties. This includes publishing confidential, personal or private information where there is sufficient detail for potential identification of Board, staff or third parties.

### **3.6 Accuracy**

Be accurate, constructive, helpful and informative. Correct any errors as soon as practicable. Do not publish information or make statements which you know to be false or may reasonably be taken to be misleading or deceptive.

### **3.7 Identity**

Be clear about professional identity or any vested interests. Do not use fictitious names or identities that deliberately intend to deceive, mislead or lie. Do not participate anonymously or covertly via a third party or agency.

### **3.8 Opinion**

Clearly separate personal opinions from professional on YMCA matters. In general, don't express personal opinions using YMCA # tags or other identifications.

Where this is not possible, use a formal disclaimer to separate official YMCA positions from personal opinions and distance YMCA from comments made by public and other outside interests:

*<Social media name e.g. YMCA BASKETBALL Facebook page> is run by YMCA Geelong in Victoria, Australia. The contents of the reply posts do not represent the official views of YMCA Geelong and therefore it accepts no liability for the content. For clarification, you can direct any correspondence to [geelong@ymca.org.au](mailto:geelong@ymca.org.au).*

### **3.9 Privacy**

Be sensitive to the privacy of others. Seek permission from anyone who appears in any photographs, video or other footage before sharing these via any form of social media. If asked to remove materials do so as soon as practicable.

### **3.10 Intellectual Property**

Seek permission from the creator or copyright owner, to use or reproduce copyright material including applications, audio tracks (speeches, songs), footage (video), graphics (graphs, charts and logos), images, artwork, photographs, publications or music.

Also seek permission before publishing or uploading material in which the intellectual property rights, such as trademarks, are owned by a third party e.g. company logos. Seek permission from the website's owner wherever possible before linking to another site (including a social media application).

### **3.11 Defamation**

Do not comment, contribute, create, forward, post, upload or share content that is malicious or defamatory. This includes statements which may negatively impact the reputation of another.

### **3.12 Reward**

Do not publish content in exchange for reward of any kind unless it has been authorised by the CEO as part of an approved marketing campaign.

### **3.13 Transparency**

Do not seek to buy or recompense favourable social media commentary. Encourage online publishers to be open and transparent in how they engage with, or review YMCA personnel, services or wares.

### **3.14 Political Bias**

Do not endorse any political affinity or allegiance.

### **3.15 Respect**

Always be courteous, patient and respectful of others' opinions, including detractors.

### **3.16 Discrimination**

Be mindful of anti-discrimination laws and do not publish statements or information which may be discriminatory.

### **3.17 Language**

Be mindful of language and expression.

### **3.18 State of Mind**

Do not use social media when inebriated, irritated, upset or tired.

### **3.19 Be safe**

Protect your personal privacy and guard against identity theft.

### **3.20 Access**

Be mindful of the requisite government web standards for accessibility. Information made available via non compliant platforms should be made accessible in another form where practical.

### **3.21 Modification and Moderation**

Ensure that any social media sites created or contributed to can be readily edited, improved or removed and appropriately moderated.

Moderating a social media site is not designed to manipulate participation, but to ensure that it is appropriate, informative and productive.

Staff managing the social media site has the discretion to tell any contributor the reason for removing or not publishing their comment or post and similarly offer the option to resubmit an edited contribution.

This principle should be published to potential users of the social media site:

*YMCA Geelong reserves the right to remove content that violates its Social Media Policy or any associated policies. Materials authored or posted are subject to public disclosure.*

### 3.22 Media

Bloggers, forum editors and web managers should be afforded the same professional courtesy as traditional media sources.

Do not issue statements or make announcements through social media channels unless authorised. Do not respond directly if approached by media (new or traditional sources) for comment through social media. Refer the inquiry to the CEO.

### 3.23 Be Responsive

Specify the type of comments and feedback that will receive a response and clearly communicate a target response time.

If a request is received via social media that requires 'actioning' (i.e. a request for a YMCA service or correspondence for a board member), please 'action' it through YMCA's Customer request system and sending a reply message to the social media user stating:

*'Thank you for your message which has been received at YMCA Geelong. It has been forwarded to an action officer who will provide a response directly to you.'*

Make it easy for audiences to reach YMCA Geelong via other methods by publishing YMCA's phone number, generic email, Facebook, Skype and Twitter accounts.

### 3.23 Public record

Materials authored and posted on social media – including comments, email, followers, friends, posts and subscriber lists – will be public records if the communication is created or received as part of the staff member's duties as a YMCA Geelong employee.

### 3.24 Social Media Friends

The YMCA strongly advises Coaches and Staff against social media friends with program participants and parents. This may pose issues with your professional responsibilities and breach your employment conditions as well as leading to your reputation being harmed and potential longer term digital footprint issues.

In accordance with the Safeguarding Children and Young People Policy, YMCA Geelong requests that staff members do not "Facebook/Social Media friend" participants of YMCA Geelong programs who are under the age of 18.

### 3.25 Authorised YMCA Facebook pages

YMCA Geelong has established a number of authorised Facebook pages that are publicly listed and the authorised administrators have permission to moderate the sites. These include;

- YMCA Geelong has a public Facebook page [www.facebook.com/ymcageelong](http://www.facebook.com/ymcageelong)
- Closed Group My YMCA-Geelong for staff / volunteers only
- Camp Wyuna has a public Facebook page [www.facebook.com/campwyuna](http://www.facebook.com/campwyuna)
- CEO YMCA Geelong is a public Facebook page [www.facebook.com/ceoymcageelong](http://www.facebook.com/ceoymcageelong)

- Additional sites and platforms (e.g.: YouTube channel) may be added with the approval of the CEO.

#### 4. DEFINITIONS

**Contractor:** a person or business not employed but performs duties within the operations of the YMCA on a sub contractual basis i.e.: Cleaning, Maintenance, Coaches, Consultants etc.

**YMCA Geelong:** refers to the Incorporated Association Young Men's Christian Association of Geelong Inc., operations such as Newtown Stadium, Bannockburn Recreation Centre, Camp Wyuna, North Geelong (Arena) and any other operations that exist now or into the future.

**Social Media:** for the purposes of this policy, social media means any facility for online publication and commentary including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and compliments any existing or future policies regarding the use of technology, computers, e-mail and the internet.

#### 5. SCOPE

This policy applies to all employees, contractors, agents and volunteers or Clubs (Basketball, Judo, Gymnastics) of YMCA Geelong who purport to use social media on behalf of YMCA Geelong. This policy will also apply to agencies and individuals who provide services to YMCA Geelong and policy information will be included in all relevant external supplier contracts.

The policy applies to those digital spaces where people may comment, contribute, create, forward, post, upload and share content, including but not limited to;

- Blogs
- Bulletin boards
- Citizen journalism and news sites
- Forums and discussion boards
- Instant messaging facilities
- Microblogging sites (e.g. Twitter)
- Online encyclopaedias (e.g. Wikipedia)
- Podcasts
- Social networking sites (e.g. Facebook, MySpace, Bebo, Friendster, LinkedIn)
- Video and photo sharing sites (e.g. Flickr, YouTube)
- Video podcasts
- Wikis
- Any other websites that allow individuals to use simple publishing tools or new technologies emerging from the digital environment.

As it is not possible to expressly refer to or list the specific sites or kinds of social media outlets, the absence of a reference to a particular site or kind of social media activity does not limit the application of this policy.

This policy is not intended to cover personal use of social media where:

- The author publishes information in their personal capacity and not on behalf of, or in association with, YMCA Geelong; and
- Reference to YMCA Geelong, its Board, staff, policies and services, suppliers or other stakeholders or YMCA related issues must not be represented in a negative manner that damages the brand and reputation of the Y.

Personal social media sites must be registered using a personal email address, not a YMCA Geelong email address.

Personal use of social media during work hours is limited to designated breaks only.

Due to issues of employee productivity, IT systems resource limitations and vicarious liability, YMCA Geelong may limit access to social media sites in the workplace.

This policy should be read in conjunction with other relevant policies and procedures of YMCA Geelong.

## 6. ROLES AND RESPONSIBILITIES

Department/Area	Role/Responsibility
<p><b>Staff and Contractors, Club Presidents (Basketball, Gymnastics &amp; Judo)</b></p>	<ul style="list-style-type: none"> <li>• Seek approval from relevant manager for business strategy incorporating social media</li> <li>• Seek authorisation from CEO on using social media and developing a communications plan to support business strategy</li> <li>• Seek approval for YMCA branding of social media</li> <li>• Once approved, arrange a meeting with the CEO/ Marketing Communications Specialist which is responsible for creating and setting up social media accounts and tools</li> <li>• Use an identifiable work email address for social media accounts or tools. This email address must be generic to the Business Unit e.g. <a href="mailto:geelong@ymca.org.au">geelong@ymca.org.au</a></li> <li>• Speak with IT/ YMCA Helpdesk to set up a Business Unit email address if one doesn't exist.</li> <li>• Register social media account, tool or site with the Marketing/Communications Specialist</li> <li>• Ensure the Marketing/Communications Specialist is always registered as an alternate administrator of the social media account or tool</li> <li>• Seek training and development for using social media</li> <li>• Manage the social media account or tool, ensuring it is kept current and is responsive. The site should be monitored and edited on all business working days.</li> <li>• Filter external contributions to cut out defamatory, libellous or offensive language, links or imagery. Any content that breaches</li> </ul>

	<p>the policy guidelines should be recorded (including the author's name, date, time and media site location) with a screen grab.</p> <ul style="list-style-type: none"> <li>• Understand and comply with the provisions in this policy</li> <li>• Maintain records of email addresses, comments, 'friends', followers and printed copies or electronic 'screen grabs' when using externally hosted sites to the extent practicable</li> <li>• Seek advice from the Legal or Marketing/Communications Specialist if unsure about applying the provisions of this policy</li> <li>• Ensure contractors are provided with a copy of this policy</li> <li>• Familiarise self with the End User Licence Agreements of any external social media tools being used</li> <li>• Ensure the YMCA Social Media Guidelines Handbook is adhered to.</li> </ul>
<p><b>Senior Management Team</b></p>	<ul style="list-style-type: none"> <li>• Approve business strategy incorporating use of social media</li> <li>• Ensure staff obtain authorisation from the Marketing/Communications Specialist on their planned use of social media</li> <li>• Ensure contractors are provided with a copy of the social media policy</li> <li>• Offer training for staff using social media</li> <li>• Resource the management and upkeep of the social media account or tool</li> </ul>
<p><b>Marketing / Communications Specialist</b></p>	<ul style="list-style-type: none"> <li>• Authorise use of social media tools for conducting YMCA business</li> <li>• Create and set up social media accounts and tools, in conjunction with the responsible YMCA Site Manager</li> <li>• Be an alternate administrator for social media account or tool</li> <li>• Provide advice and assist with the development of communication plans using social media</li> <li>• Educate staff and contractors about this policy and their responsibilities when using social media</li> <li>• Advise appropriate precautions e.g. disclaimers</li> <li>• Maintain a register of social media being used for conducting YMCA business including records of the business case for using social media, its strategic imperative, the intended administrator, URL, login, password and audience</li> <li>• Assist staff to retain some record explaining the context or purpose of social media, and a sample of posts where it is impractical to retain large volumes of screen grabs</li> <li>• Monitor social media accounts, tools, and sites registered for conducting YMCA business</li> <li>• Monitor social media for references to YMCA Geelong, Camp Wyuna, Newtown Stadium, Bannockburn Recreation Centre, North Geelong Arena and any others that may arise.</li> <li>• Seek legal advice as appropriate where an issue is likely to be contentious or may create legal risk for YMCA.</li> </ul>



## 7. MONITORING, EVALUATION AND REVIEW

YMCA Geelong actively monitors social media for relevant contributions that impact on its operations and reputation. YMCA Geelong will be able to find – and act upon – contributions made by staff if deemed necessary.

This policy will be published and promoted to staff of YMCA Geelong. Breaching this policy may result in disciplinary action, performance management and review. Serious breaches may result in suspension or termination of employment or association. YMCA Geelong reserves the right to remove, where possible, content that violates this policy or any associated policies.

This policy will be reviewed on a three year cycle and monitored by the Senior Management Team through monthly reporting to CEO on compliance to the Policy, Training conducted and breaches to the policy.

## 8. SUPPORTING DOCUMENTS (LINKS TO PROCEDURES, LEGISLATION, FORMS, WORK PRACTICES)

Staff of YMCA Geelong is expected to demonstrate standards of conduct and behaviour that are consistent with relevant legislation, regulations and policies. A list of relevant legislation which may be used as a guide. YMCA Geelong policies and guideline provisions which must be adhered to in relation to the use of social media include the following:

[The Privacy Act](#)

[The Spam Act](#)

[The Sex, Race and Disability Discrimination Acts](#)

[Workplace Relations law](#)

[Prevention of Bullying, Harassment & Discrimination](#)

[Grievance and Disciplinary Policy and Procedures](#)

YMCA Social Media Guidelines Handbook

### **Code of Conduct**

#### **Acceptable Use Policies**

- Digital Device and Usage Policy

#### **Human Resource Policies**

- Recruitment and Selection Policy
- YMCA Geelong Staff Agreements and Employment Contracts

#### **Communications, Media and Web Policies**

- Online Communications Policy

#### **Privacy and Information Policies**

- Privacy Policy

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**Policy owner:** CEO

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**Amendment history:**

Version	Date	Author	Change Description
V1	29/10/2013	Shona Eland - Acting CEO YMCA Geelong	Draft Policy for consultation
V2	27/05/2014	Shona Eland	Updated Clauses 2, 3.25, 3.26, and 5.
V3	23/08/2017	SMT	Insert 3.2 Photographs or videos of client, customers or participants where permission has not been provided.

As adopted by the YMCA Geelong on 23/08/2017



Chief Executive Officer YMCA Geelong Inc