

## Policy on Social Media

### 1. Rationale

The purpose of this policy is to clearly outline the appropriate use of online communication, including personal use of social media during and outside of work hours, to ensure confidentiality and the reputation of RSPCA.

### 2. Definitions

<b>Adoptapet</b>	The web site that promotes RSPCA animals available for adoption ( <a href="http://www.adoptapet.com.au">www.adoptapet.com.au</a> ).
<b>CEO</b>	The person occupying position number N001 Chief Executive Officer.
<b>Communications Officer</b>	The person occupying position number C003 Communications Officer.
<b>EMFC</b>	The person occupying position number N005 Executive Manager Fundraising & Communication.
<b>Leadership Team</b>	Designated members of the Leadership Team as described in the document <i>Leadership Team Charter</i> .
<b>RSPCA</b>	The Royal Society for the Prevention of Cruelty to Animals (ACT) Incorporated.
<b>Social Media</b>	Social media includes the various online technology tools that enable people to communicate easily using the internet to share information and resources. Social media can include text, audio, video, images, podcasts, and other multimedia communications. It includes, but is not limited to, sites such as Facebook, Twitter, LinkedIn, Pinterest and personal blogs and websites.

### 3. Scope and Application

This policy applies to all employees and volunteers of RSPCA.

### 4. Policy Statement

RSPCA has in place a code of conduct, which is an overarching document to all our policies. This policy and the code of conduct should be referenced when using social media. It is also important to remember that the use of social media blurs the lines between our private and professional lives. Everything on social media sites should be considered public by employees and volunteers.

Employees and volunteers will not engage in inappropriate use of social media or any other online platform that may bring RSPCA into disrepute.

## 4.1. General Use by Employees

While social media appears to blur private and public spheres, activities on social media sites should be considered public activities. RSPCA is often involved in prosecution cases, and these may be jeopardised or the organisation brought into disrepute if inappropriate material is made public. It is therefore against RSPCA policy for staff to post on RSPCA's Facebook, Twitter or other social media sites. Staff or volunteers who have personal Facebook, Twitter or other online sites may post some information on those sites, but must follow the procedures outlined within this policy. The same procedures apply to staff or volunteers in terms of supplying information, photos or videos to third party public online sites.

- No employee or volunteer of RSPCA is permitted to post messages, photos, videos or make comments on RSPCA's Facebook page without the permission of the CEO, EMFC or Communications Officer.
- Employees and volunteers may acknowledge their role at RSPCA on their personal Facebook site and may post messages about upcoming events being held by RSPCA or animals up for adoption but only as per clause 4.2.
- No employee or volunteer of RSPCA is permitted to post messages, photos, videos or make comments on their personal Facebook page or any other public sites or send information to a third party in relation to any Inspectorate cases or shelter animals pertaining to RSPCA.
- No employee or volunteer of RSPCA is permitted to post derogatory messages or comments about RSPCA or RSPCA staff or volunteers or visitors to RSPCA on their personal Facebook page or any other public sites or send such information to a third party.
- No employee is permitted to include RSPCA logos or trademarks on posts.
- No employee or volunteer is authorised to speak or post messages on RSPCA's behalf. RSPCA has designated employees who are authorised to speak and post messages on behalf of the organisation. The staff members authorised to post messages on the RSPCA Facebook page are the CEO, EMFC and the Communications Officer.

## 4.2. Use of Social Media

Activity	Permission	Explanation
Share news articles about RSPCA published online or on the RSPCA Facebook page on personal social media pages, e.g., an article from the Riot Act.	Permitted with discretion	Discretion to be used; anything that shows RSPCA in a bad light or has negative connotations should not be posted.
Re-post or share something that has been published on RSPCA social media, e.g., Facebook or Twitter by RSPCA.	Permitted	
Re-post or share something that has been published on a social media site belonging to an RSPCA from another state on personal social media pages.	Permitted	
Commenting on a social media site belonging to an RSPCA from another state or territory.	Strictly not permitted	
Responding to negative comment about RSPCA anywhere online.	Strictly not permitted	The EMFC should be informed of negative comments about RSPCA as soon as possible.

<b>Activity</b>	<b>Permission</b>	<b>Explanation</b>
Share photos or videos taken at RSPCA's shelter or at RSPCA events on personal social media pages, including <ul style="list-style-type: none"> <li>• animals</li> <li>• staff</li> <li>• volunteers</li> <li>• animal enclosures</li> <li>• facilities, e.g., buildings, cages.</li> </ul>	Strictly not permitted	
Share adoptapet profiles on personal social media pages.	Permitted with discretion	No additional comments should be made about the animal other than what is on the adoptapet site.
Comment about any staff member, volunteer, visitor, donor, corporate or RSPCA contact on social media.	Strictly not permitted	
Comment on any inspectorate work in any area or any animals who are or who have been in the care of RSPCA.	Strictly not permitted	
Comment on an external website underneath an RSPCA related story.	Strictly not permitted	
Comment on the RSPCA Facebook page or engage in any conversation on the RSPCA Facebook page from a personal Facebook account.	Strictly not permitted	
Quote any statistical information about RSPCA on personal social media pages or in online forums.	Strictly not permitted	
Listing your employer or job as RSPCA on social media platforms or personal websites, e.g., LinkedIn, Facebook.	Permitted	
Sharing content about events from RSPCA event related websites or social media, e.g., Cupcake Day website, Million Paws Walk website.	Permitted with discretion	It is important that messages about events are consistent and correct. Please use the information about events provided by RSPCA.
Post images that are identifiable as an RSPCA employee or volunteer. This includes people wearing uniforms or standing in front of buildings/vehicles and RSPCA signage.	Strictly not permitted	The only exception to this is if you are sharing images which have been published by RSPCA on their website or social media sites. You may not add any other comments of your own on the image

### **4.3. Breach of Policy**

Employees and/or volunteers in breach of this policy are subject to disciplinary actions that may involve verbal and/or written warning; in serious cases, termination of employment or engagement with the organisation. RSPCA may recover any costs incurred as a result of the breach from the aforementioned employees/volunteers. If an employee or volunteer breaks the law, they may also be personally liable.

## **5. Legislation**

There is no specific relevant legislation.

## **6. Code of Professional Conduct**

All RSPCA employees have the responsibility to understand, implement and conform to RSPCA's Code of Professional Conduct as it relates to this policy.

## **7. Responsibilities**

### **7.1. Chief Executive Officer**

The CEO is responsible for approving this policy on advice from the leadership team.

### **7.2. Leadership Team Members**

All leadership team members who have employees or volunteers who report directly or indirectly to them are responsible for ensuring that their employees and/or volunteers are fully informed about this policy, related procedural documents and any other relevant information to do with RSPCA's use of social media.

### **7.3. All Employees**

All employees and volunteers are responsible for ensuring they fully understand and comply with this policy and its implications for their use of social media, both in the workplace and in their own time.

## **8. Resources**

No additional resources are required.

## **9. Review Schedule**

This policy will be reviewed every two years to ensure RSPCA employees and volunteers are well served by its content and that its usage remains simple and efficient.

## **10. Lapse Date**

This policy does not have a lapse date.

## **11. Related Documentation**

None.

## 12. Document Control

Document Owner	CEO
Revised By	Chief Financial Officer
Version Number	2.0
Status	Approved
Date of Effect	28 August 2013
Signed by CEO	<i>Signed copy on file</i>
Date Signed	28 August 2013

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