


Social and Digital Media Policy Compliance is mandatory		
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1. Purpose

RSPCA South Australia (RSPCA SA) recognises that social and digital media (SDM) tools offer opportunities to engage with donors, members, animal advocates, and the general public. The Social and Digital Media Policy outlines protocols for using SDM to undertake official RSPCA SA business, and for personal use.

2. Scope

This Policy applies to Board members, employees and volunteers of RSPCA SA, and all persons performing work at the direction of, in connection with, or on behalf of RSPCA SA (collectively ‘workers’).

This Policy applies to the official use of SDM, where workers have been authorised to use SDM as a communication tool, to engage with the community, or to distribute content on behalf of RSPCA SA. This includes posting to an official RSPCA SA SDM accounts or participating as a RSPCA SA representative on a third-party site.

This Policy also provides required expectations to workers for personal use of SDM.

3. Definitions

Worker	<p>A worker is a the person who carries out work for RSPCA SA including:</p> <ul style="list-style-type: none"> • an employee • a member of the Board of Directors • a volunteer • a contractor or subcontractor • an employee of a contractor or subcontractor • an employee of a labour hire company who has been assigned to work for RSPCA SA • an outworker • an apprentice or trainee • a student gaining work experience • a student undertaking work placement
Social and digital Media	<p>Social and digital media (e.g. Facebook, MySpace, Bebo, Snapchat), video and photo sharing webistes (e.g. Flickr, YouTube), micro-blogging (e.g. Twitter), weblogs (e.g. corporate, personal, or hosted by traditional media publications), forums and discussion boards (e.g. Whirlpool, Yahoo groups or Google groups), online encyclopaedias (e.g. Wikipedia), or any other web sites that allow individual users or companies to use publishing tools.</p>

4. Details

When using SDM, relevant legislation, RSPCA SA Code of Conduct Policy, Bullying and Harassment Policy, and other relevant Society Policies still apply. Additionally, SDM participation needs to reflect and uphold RSPCA SA Values and reputation, even outside work hours and when material is posted anonymously or using an alias or pseudonym.

What is published on the internet can remain public for a long time. Content can also be replicated and shared beyond the original intended audience and sent to recipients who were never expected to see it, or who may view it out of context. Workers should be aware that according to the terms and conditions of some third-party sites, the content created is the property of the site and so may be re-used in ways that was not intended.

Before posting to SDM sites workers should understand the tool/platform being used. It is recommended to read the terms of service and user guides and look through existing

content to get an idea of the posting etiquette and any cultural and behavioural norms associated with the social media platform intended to engage with.

3.1 Bullying and harassment

RSPCA SA is committed to achieving a workplace free of bullying and harassment. Show respect with all interactions; use professional language and refrain from profane offensive language, images or videos. For more information, refer to RSPCA SA *Bullying and Harassment Policy*.

3.2 Privacy

Personal details cannot be provided to third-parties without the explicit consent of the owner. The email addresses of your colleagues and other identifiable information must be treated with discretion and care. RSPCA SA workers must not upload contacts from Society (Outlook) contacts when using, or prompted by external social networking sites.

Workers should not rely on a SDM site's security settings as a guarantee of privacy. Workers should also adjust privacy settings according to own or RSPCA SA needs and requirements. Bear in mind, even if the worker does not identify themselves online as a RSPCA SA worker, nonetheless could be recognised as such.

For more information, refer to *RSPCA SA Privacy Policy*.

3.3 Official Use of Social Media

The Brand Marketing and Communications Manager manages and authorises all official RSPCA SA SDM accounts. It is the discretion of the Brand Marketing and Communications Manager to authorise, review and terminate official RSPCA SA SDM representation. Approval to represent the Society using RSPCA SA SDM accounts will be provided in writing and will be included in the relevant Position Description.

Comments made from RSPCA SA SDM accounts must not endorse or make judgements about specific external stakeholders, or discuss circumstances surrounding RSPCA SA's specific relationship with or management of service partners or providers.

Official SDM representatives using or deploying SDM as an official communication tool need to be familiar with, and apply the following key principles:

- Administration - an official RSPCA SA SDM account/initiative must be administered Brand Marketing and Communications Manager.
- Approved activity - any new SDM initiative or activity must be supported and approved by the Brand Marketing and Communications Manager.
- Risk management - to ensure risk controls are effectively implemented and monitored, a risk assessment must accompany any new SDM initiative.
- When using SDM tools as an authorised RSPCA SA representative, be clear about representation.
- Identity and authenticity - when posting to, or responding on behalf of RSPCA SA, always use official RSPCA SA SDM account, and not a personal identity.
- Maintain confidentiality - Disclosing or discussing official or classified information on behalf of RSPCA SA is prohibited, unless the appropriate internal approvals have been received. Provide only information available on the public domain, (e.g. RSPCA SA website or annual report). References may be made to www.rspcasa.org.au where applicable.
- Be impartial - avoid conflicts of interest through endorsement or criticism of third-party providers, partners, products or services. Avoid expressions of personal opinion.
- Be respectful - be courteous and polite. Be sensitive to diversity. Avoid arguments and do not make personal attacks. Do not post obscene, defamatory, threatening, harassing, discriminatory or hateful content.
- Be accurate - make sure information published is correct and cite sources where appropriate.

- Consider intellectual property - respect copyright. Always seek permission to use words, images or materials online that RSPCA SA does not own. Any use of RSPCA SA branding and logos must adhere to RSPCA SA Design Guide.
- Make a record - keep records of social media posts made in an official capacity.

3.4 Personal use of Social Media

Personal use of social media at work is to be undertaken during allocated work breaks only. Management may undertake an audit of worker usage of social media during working hours.

Content published on social media is, or may become publicly available, even from personal social media accounts. Workers must ensure they:

- Make clear that any views expressed are their own, and not of RSPCA SA.
- Do not use a work email address to register personal social media accounts.
- Refrain from entering into heated online discussions about animal welfare issues, or matters concerning RSPCA SA.
- Do not imply or state you are authorised to speak on the RSPCA SA's behalf if you are not an authorised RSPCA SA SDM representative.
- Preserve the RSPCA SA's reputation and commercial interests, and avoid bringing the Society into disrepute.
- Do not post comments or images that are, or could be perceived to:
 - Breach legislation, or RSPCA SA Policies.
 - Be harsh or extreme in criticism that they raise questions about the capacity to work professionally or impartially as an RSPCA SA worker (such comments would not have to relate directly to their area of work).
 - Compromise the capacity to fulfil duties as an RSPCA SA worker in an impartial and unbiased manner. This applies particularly where comment is made about RSPCA SA policies and initiatives.
 - Criticism of RSPCA SA's administration that could seriously disrupt the workplace. (Workers are encouraged to resolve concerns in discussion with a manager or via internal grievance mechanisms).
 - Be unreasonable criticism of RSPCA SA external stakeholders.
 - Compromise public confidence in RSPCA SA.

5. Roles and Responsibilities

Board of Directors	Review and approve the Social and Digital Media Policy. Work in accordance with Social and Digital Media Policy.
CEO, Operations and HR Committee	Review and provide feedback on the Social and Digital Media policy. Ensure compliance with relevant legislation.
Executive Manager - People, Culture & Safety	Review Social and Digital Media Policy. Oversee the management of alleged breaches of the Social and Digital Media Policy. Keep up to date with changes to relevant legislation. Undertake audits of social media usage during work times as appropriate.
Brand Marketing and Communications Manager	Authorise, review and terminate official RSPCA SA SDM representation.
Management	Ensure workers are aware and understand Social and Digital Media Policy. Monitor compliance with Social and Digital Media Policy. Undertake performance management processes where breaches of Social and Digital Media Policy occur.

Workers	Work in accordance with Social and Digital Media Policy. Report any activities which may, or have, breached Social and Digital Media Policy to management immediately.
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6. Monitoring, Evaluation and Review

Social and Digital Media Policy will be monitored and compliance evaluated through audits of the associated procedure. Social and Digital Media Policy will be reviewed every three (3) years or when there is a change to legislation or any other mandatory obligations of the organisation.

7. Non-Compliance with Policy

Failure to comply with Social and Digital Media Policy will result in disciplinary action, which may lead up to and include termination of employment.

8. Associated Documents

RSPCA South Australia Privacy Policy
Bullying and Harassment Policy
Code of Conduct Policy

Privacy Act 1988
Copyright Act 1968

9. Version Control

Version	Approval date	Review date	Amendments/comments
1.0	December 2010	August 2016	Original.
2.0	August 2016	August 2019	Title change. Includes digital media requirements