

Policy

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

1.0 Purpose

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 WA.

2.0 Scope

This policy applies to all staff and volunteers of RSPCA WA.


- The Policy will be reviewed as specified at the end of this policy to ensure that RSPCA WA staff and volunteers are well served by its content, and that its usage remains simple and efficient.
- Policy compliance is the responsibility of all staff and volunteers at RSPCA WA.
- Overall control of the Policy lies with the Chief Executive Officer.

3.0 General use by employees

While social media appears to blur private and public spheres, activities on social media sites should be considered public activities. The RSPCA WA 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 comments, photos, videos concerning the RSPCA WA, or any other work related information on the RSPCA WA Facebook site. 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 in [BS-HR 22 Social Media Procedure](#) and [Checklist BS-HR 22.1 Social Media](#). The same procedures apply for staff or volunteers in terms of supplying information, photos or videos to third party public online sites.

4.0 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 WA may recover any costs incurred as a result of the breach from the aforementioned employees/volunteers. If an employee or volunteer break the law, they may also be personally liable.

<p>Title: Social Media Policy Dept. Responsibility: Chief Executive Officer Business Services Community Engagement</p>	<p>Related Documents BS-HR 22 Social Media Procedure Checklist BS-HR 22.1 Social Media</p>
<p>First Issued: July 2013</p>	<p>Date of Last Review: July 2013 Date of Next Review: July 2014</p>
<p>Approved By Chief Executive:  Date: 9 July 2013 David van Ooran</p>	

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