

Social Media

Overview

This policy explains how we will manage our social media accounts and our rules when other people post content on our social media pages. It also explains what we expect from our employees, directors and volunteers when they are using their own personal social media accounts.

Scope

This policy applies to all social media accounts operated by St George Community Housing and its subsidiaries (**we, our and us**), our employees, directors and volunteers (**our people**). Our people must follow this policy.

This policy should be read with our other policies, guides and agreements.

Definitions

Social Media

Social media is a set of tools and platforms people use to publish, communicate and share content online.

Our content

Our content includes anything related to our services, customers, our people, logos/branding, contractors, competitors, stakeholders, business associates and other related businesses.

Our content includes any information gained through a person's employment and/or volunteering and/or involvement with us.

Business use

Business use is when our people use social media for business purposes, for example, to communicate with our stakeholders, customers or promote our business, projects or services.

Personal use

Personal use is when our people use social media sites for anything unrelated to our business at any time.

Working hours

Working hours is the time when our people have agreed to work for us.

Business Use

We will use social media to:

- promote our work, services, and events
- engage and build relationships with different audiences
- raise awareness and campaign for relevant issues.

Delegations for business use

Apart from the CEO, the Communications team are the only people authorised to create, access and publish content on our social media accounts.

The Head of Customer Communications and Marketing is responsible for our Facebook and Instagram pages.

The Head of Corporate Affairs and Communications is responsible for our LinkedIn and Twitter pages.

YouTube is a jointly used channel.

Our people can submit requests or ideas for social media content to communications@sgch.com.au for appropriate action.

Principles for business use

Our people will follow these principles when writing social media posts for business use:

Accuracy, honesty and transparency

Online content should be accurate, honest and transparent. If a mistake is made, it should be corrected promptly. If the incorrect information has been deleted, refer to the error when making a correction, as someone may have saved it or reposted the information. Original authors should be given credit when sharing or reposting content.

Respect and professionalism

Respect the opinions of other people. Do not post material or comments that may be offensive, obscene, defamatory, threatening, or discriminatory to another person, brand or company/department. Carefully consider how others might view content/comments. Material/comments posted should reflect our organisational values, purpose and vision. . Avoid arguments and retaliatory dialogue as it can prolong or worsen a situation. For accessibility we should aim to keep language simple and describe images when possible.

Accountability

Follow the rules of the site and any relevant laws, regulations and our policies. Respect the privacy of others. Don't post any information that is commercial in confidence or breaches the privacy of customers or a third party.

Responding to social media content

We understand that we need to respond quickly to comments and complaints online. We will respond to complaints or comments with an acknowledgement within 3 hours and follow up internally over the following 2 days to ensure the issue has been resolved satisfactorily.

Content guidelines

We will use social media to engage with external stakeholders and customers and raise awareness of our purpose. We will make sure that all content posted on our social media sites is appropriate.

Content posted on our social media must not:

- include images of or references to sex, drugs, nudity (or partial nudity), pornography, rude language
- be defamatory, abusive, obscene, discriminatory, threatening, prejudicial
- bully, harass, intimidate or impersonate another person, organisation or entity
- breach someone else's rights or the law, such as copyright or privacy
- use images, logos, trademarks, or any other material unless approved by the legal owner
- breach policies, terms of use or other rules of the social media site

If the content doesn't meet these rules, we will take appropriate action.

Use of images on social media

We will comply with legal requirements when collecting and using people's images on social media. Refer to our Social Media Guidelines for more information.

Personal Use

Our People are free to use their own personal social media accounts; however, we advise against identifying themselves as one of our people (except for professional networking site LinkedIn) or posting about work-related issues. If our people choose to interact with our official pages or accounts or other professional pages, they must protect our reputation and confidential business information as well as personal information that we hold. Our people should understand that their personal use can also impact their employment or engagement with us.

When using social media, our people should follow the guidelines about Social Media Guidelines about Personal Use.

For your own personal safety, our people should not establish online relationships with our customers on social media. If one of our people receives private messages or requests from customers, they should advise the customer that they are not permitted to communicate with customers via their personal accounts. Refer to our Social Media Guidelines for more information.

Personal use during working hours

Personal use of social media during work hours is not permitted. Our people are permitted to use social media during their breaks.

Breaches of this policy

If one of our people breaches this policy, we might take action as outlined in our Performance Management Guidelines, this may include termination of their employment, where appropriate.

We might also request that content is deleted if it breaches this policy or our Social Media Guidelines.

We might monitor use of social media on our devices. If social media sites are being accessed unreasonably, we might restrict access to social media sites on our devices.

Relevant legislation, regulation and standards

- [Privacy Act 1988 \(Cth\)](#)
- [Health Records and Information Privacy Act 2002 \(NSW\)](#)

Related documents/resources

- [Policy: Code of Conduct and Ethics](#)
- [Policy: Privacy](#)

Policy information s

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