

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 workers 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 workers (including employees, contractors, directors and volunteers) 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 products, workers, 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 workers use social media for business purposes, for example, to communicate with our stakeholders or promote our business or products.

Personal use

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

Working hours

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

Business Use

We will use social media to:

- promote our work, products, 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 Manager, Marketing and Customer Experience will prepare a weekly social media plan for approval by the Head of Customer Communications and Marketing. The Head of Customer Communications and Marketing will oversee our Facebook, YouTube and Instagram pages. The Head of Corporate Affairs and Communications is responsible for our LinkedIn and Twitter pages.

Workers can submit ideas for social media content to the Manager, Marketing and Customer Experience by sending them an email.

Principles for business use

Authorised workers 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.

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 represent our brand, values, mission and purpose. Avoid arguments retaliatory dialogue as it can prolong or worsen a situation.

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 confidential or could be owned by us, our 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 mission. 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

Workers are free to use their own personal social media accounts; however, we advise against identifying themselves as our workers or posting about work-related issues. If our workers 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. Workers should understand that their personal use can also impact their employment or engagement with us.

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

For your own personal safety, workers should not establish online relationships with our customers on social media. If an employee receives private messages or requests from customers, they should advise the customer that our workers 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. Workers are permitted to use social media during their breaks.

Breaches of this policy

If an employee breaches this policy, we might take action as outlined in our Performance Management Guidelines. This may include termination of the employee's 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

- [Guideline: Social Media](#)
- [Policy: Code of Conduct and Ethics](#)
- [Policy: Directors' Code of Conduct](#)
- [Policy: Web Content](#)
- [Policy: Privacy](#)
- [Guideline: Performance Improvement](#)
- [Policy: Diversity and Equal Employment Opportunity](#)
- [Policy: Staff Grievance](#)
- Employment Contract
- [Confidentiality Agreement](#)

Policy information

Version:	4
Approved:	June 2019
Amended:	June 2019
Reviewed:	June 2019
Review frequency:	12 months
Responsible team/position:	People and Group Services