

**VERSION** 2 | 17.12.2013

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| **Introduction** | Social media provides Greater Sydney Landcare with the opportunity to engage in ongoing conversations with its diverse stakeholder base. It allows Greater Sydney Landcare to connect with the community, improve our understanding of current attitudes and issues and share Landcare activities and programs.    Greater Sydney Landcare supports its employees’ and volunteers’ participation in social media as a means of complementing traditional communication channels (eg. web, print, radio, television). |
| **Definition** | Social Media refers to the platforms of SLACK, Facebook, Twitter, YouTube, MySpace, LinkedIn and Pinterest, amongst others. |
| **Scope of**  **Social Media Use** | This policy applies to all staff, contractors and committee of Greater Sydney Landcare. It applies to these uses of social media:     * Creating a social media presence as an official representative of Greater Sydney Landcare; * Publishing messages, responding to comments + uploading content, including data, to official, public facing Greater Sydney Landcare social media channels and / or third-party social media channels; * Making reference to Greater Sydney Landcare within a private capacity on social media; and * When a staff member participates in discussion that relates directly or indirectly to the field in which they are employed by Greater Sydney Landcare. |
| **Principles of**  **Conduct** | Importantly, all content posted on social media sites immediately becomes public information, freely available to those who access it and potentially permanent, difficult to erase, remove or retract.    Staff use of social media should adhere to the same standard of professional practice and conduct associated with all communication activities. Staff are to operate within the Greater Sydney Landcare’s social media policy and within the professional standard of the Greater Sydney Landcare Code of Conduct. This includes:     * Be honest, polite and considerate * Be apolitical and impartial when using social media for official purposes. * Demonstrate the values of Greater Sydney Landcare. * Staff must not do anything that may adversely affect Greater Sydney Landcare, or use social media in a way that could bring Greater Sydney Landcare into disrepute. This may lead to disciplinary action. * All staff and committee must exercise caution and adopt a risk minimisation approach when using social media. |
| **Official Use of**  **Social Media** | Staff / volunteers participating in an official capacity on third party or Greater Sydney Landcare hosted social media platforms must:     * Have the prior consent of the General Manager?? to act as an authorised social media user. * Only post or discuss information that is publicly available. * Disclose in a manner suitable to the platform that they are an employee / volunteer of Greater Sydney Landcare and specify their role within Greater Sydney Landcare. * Do not mix personal views with official comments. * Inform the General Manager?? of any media involvement or interest by journalists. * Follow and comply with the requirements of existing Greater Sydney Landcare policies. * Ensure there is no conflict of interest for Greater Sydney Landcare. * Contribute to reporting on the performance of social media channels against Greater Sydney Landcare targets for community engagement. |
| **Private Use of**  **Social Media** | Staff / committee participating in social media in a private capacity are expected to:     * Exercise sound judgement and behave in accordance with Greater Sydney Landcare policy, values and Code of Conduct. * Clearly separate private opinions from the Greater Sydney Landcare official position. * Not allow the use of social media to undermine their effectiveness at work. * Use a private social media account, established with a private email address (staff / committee must not use a Greater Sydney Landcare social media account or a Greater Sydney Landcare email address for private use of social media). * Not disclose confidential information obtained through work. * Understand the risks, benefits and implications that may arise from making private contributions to discussions that relate to their work. * Seek advice from the General Manager?? to address any issues or concerns. |
| **Role of the General Manager / Chairperson** | Roles of the General Manager?? in relation to social media include:     * Maintain a register of official social media accounts and channels. * Arrange social media training where appropriate. * Advise on and approve social media content frameworks. * Track and monitor discussions and respond to emerging issues. * Ensure that any staff / volunteers who are authorised to operate social media are aware of this policy. * Ensure adherence to protocols such as photo release forms + Child Protection Guidelines. * Oversee the use of social media tools. * Maintain internal processes to ensure quality, technical accuracy and currency of content posted to social media sites. * Authorise staff / volunteers to represent Greater Sydney Landcare in approved social media channels. |



*Landcare in a Box:* an initiative of the National Landcare Network, resourced by the NSW Landare Support Program and funded by NSW DPI.

DISCLAIMER: The information contained in this publication is based on knowledge and understanding at the time of December 2013. However, because of advances in knowledge, users are reminded of the need to ensure that information upon which they rely is up to date and to check currency of the information with the appropriate officer of Landcare NSW or the user’s independent advisor.