



SOCIAL MEDIA POLICY

Drafted by	John Poole	Approved by	20 Jan 2018
		Management	
		Committee on	
Responsible person	Secretary	Scheduled review date	Jan 2019

INTRODUCTION AND PURPOSE

1. Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.
2. However, it is also an area in which rules and boundaries are constantly being tested. This policy has been adopted in order to maximise our social media reach while protecting our public reputation.
3. Cairns FM 89.1 may choose to engage in social media such as:
 - Twitter
 - Facebook
 - Google+
 - WordPress/Blogger
 - YouTube/Vimeo
 - iTunes/Podcasting
4. Cairns FM 89.1 seeks to encourage information and link-sharing amongst its membership, staff and volunteers, and seeks to utilise the expertise of its employees and volunteers in generating appropriate social media content.
5. At the same time, social media posts should be in keeping with the image that Cairns FM 89.1 wishes to present to the public, and posts made through its social media channels should not damage our reputation in any way.

POLICY

6. Cairns FM 89.1 social media use shall be consistent with the following core values:
 - **Integrity:** We will not knowingly post incorrect, defamatory or misleading information about our own work, the work of other organisations, or individuals. In addition, our posts will always be consistent with Copyright requirements and the protection of Privacy.
 - **Professionalism:** Our social media represents the station as a whole and should adopt a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of the station using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
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- **Information Sharing:** We encourage the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.
7. Cairns FM 89.1 should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the station's reputation at risk.

GENERAL PROCEDURES

8. The Management Committee shall nominate one of its members to coordinate the station's social media management, oversee expansion of social media and help to develop the Social Media Strategy.
9. Staff and volunteers may, from time to time and where appropriate, post on behalf of Cairns FM 89.1 using our online social media profiles. This is to be done only with the express knowledge and authorisation of the President.
10. The Coordinator has responsibility for:
- Ensuring that all posts are in keeping with our Social Media Policy.
 - Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
 - Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
 - Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.
11. It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence. That said

Delegation

12. The Coordinator may enlist the support of additional staff members or volunteers to assist with the responsibilities set out above and act on the Coordinators behalf as necessary.

GUIDELINES

Posting to social media

13. Before social media posts are made, volunteers and/or staff should ask themselves the following questions:
- Is the information I am posting, or reposting, likely to be of interest to the station's members and stakeholders?
 - Is the information in keeping with the interests of the station and its aims?
 - Could the post be construed as an attack on another individual, organisation or project?
 - Would the station's sponsors or donors be happy to read the post?
 - If there is a link attached to the post, does the link work, and is the site it is linked to judged it to be an appropriate source?

- If reposting information, is the original poster an individual or organisation that the station would be happy to associate itself with?
 - Are the tone and the content of the post in keeping with other posts made by the station? Does it maintain the organisation's overall tone?
14. If there is any uncertainty about whether the post is suitable, it should not be post until it has been discussed with the Coordinator.

Damage limitation

15. In the event of a damaging or misleading post being made, the Coordinator should be notified as soon as possible, and the following actions should occur:
- The offending post should be removed.
 - Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
 - The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.
16. If the mistake seems set to grow, or to cause significant damage to the station's reputation, the matter should be referred to the President.

Moderating social media

17. The reputation of Cairns FM 89.1 is first and foremost, and this involves maintaining a safe and friendly environment for its members.
18. From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the station aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.
19. Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:
- Excessive or inappropriate use of swearing
 - Defamatory, slanderous or aggressive attacks on Cairns FM 89.1, other individuals, organisations, projects or public figures
 - Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license
 - Breach of data protection or privacy laws
 - Repetitive advertisements
 - Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.
20. If a post appears only once:
- The post should be removed as soon as possible
 - If possible/appropriate, the poster should be contacted privately to explain why the post has been removed and highlighting the station's posting guidelines.
21. If a poster continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible
 - Ban or block the poster to prevent them from posting again.
22. Banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.
23. The decision to block, ban and remove posts ultimately lies with the Coordinator, but may, at their discretion, be delegated to responsible staff and volunteers. The Coordinator is authorized to act unilaterally and is not obliged to state any reason for doing so before acting.

Use of Social Media to support internal information sharing and discussion

24. The station may facilitate or encourage the use of social media as a means of information sharing on matters that are of particular interest to volunteers and others directly involved with the station's operations. Access to such forums may be restricted as a result. However the fact that such a forum is 'private' and not generally accessible by members of the broader community does not imply that the standards set out above can be compromised.

Sanctions against volunteers and members

25. Members and volunteers should be reminded that any action by them that is inconsistent with this policy and its associated guidelines may constitute grounds for action against that member or volunteer in accordance with the Cairns FM 89.1 Internal Conflict and Complaints Policy. Such action may include their suspension as a volunteer or expulsion from Cairns Community Broadcasters Inc – the incorporated association that is licensed to operate the station.
26. For the avoidance of doubt, this includes action by a member or volunteer in a social media forum that has not been established by Cairns FM 89.1 itself.
27. The Coordinator is also a member or volunteer so that any other member or volunteer is entitled to invoke the Cairns FM 89.1 Internal Conflict and Complaints Policy if he or she considers the Coordinators action is unreasonable.

AUTHORISATION

John Poole
Secretary
21 January 2018