

Social Media Policy

Introduction

Social Media refers to the connection of people in an online environment and it has become a key information source for many people.

Social Media includes:

- Social networking sites e.g. Facebook, Tinder
- Video and photo sharing websites e.g. You Tube
- Micro-blogging sites e.g. Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards e.g. Whirlpool, Google Groups
- Online encyclopaedias e.g. Wikipedia
- Any other websites that allow individual users or companies to post comments to the internet

Where Social Media differs from most other forms of traditional media is the ability to engage in true two-way communication and for virtually anyone to participate in and contribute to content. 90.1 NBC FM recognises that most of its employees/volunteers will use or interact with Social Media on a personal level, either at work or home.

With this recognition comes the need for a policy that ensures employees/volunteers who use Social Media, in a personal capacity or as part of their job, have information to support responsible use where 90.1 NBC FM's business is involved or where it can be adversely affected, including: its services, its people, its stakeholders and/or other business related individuals or organisations.

This policy covers an employee's/volunteer's use of social media as part of their employment or in a personal capacity and applies whenever an employee's or volunteers' use of social media relates to impacts on their capacity to perform their role as an 90.1 NBC FM employee/volunteer.

This Policy also outlines the procedures an employee/volunteer must follow if they wish to become an authorised 90.1 NBC FM Social Media representative.

This Policy applies to all employees, volunteers and contractors.

General conditions of use:

- Any proposal for the use of Social Media to engage with an audience or stakeholder will be evaluated by the Station Manager and/or Systems Administrator.
- 90.1 NBC FM employees/volunteers are bound by our Code of Conduct. The values, personal and professional behaviour required under both of these codes apply to your interactions or engagements within the Social Media space.
- As in the case when speaking to someone face-to-face, over the phone or to a group in a public forum, 90.1 NBC FM employees/volunteers are required to exercise prudence and good judgement when using social media.

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- To assist its ongoing engagement and Social Media strategy, 90.1 NBC FM has a group of authorised 90.1 NBC FM Social Media representatives. This group has a responsibility to engage in Social Media on behalf of 90.1 NBC FM. You may not comment on policy, strategy or operations unless you are authorised to do so in accordance with this Policy. Information about becoming an authorised 90.1 NBC FM Social Media representative is available further in this document
- You are encouraged to contact the authorised 90.1 NBC FM Social Media representatives if you identify an issue 90.1 NBC FM should be interested in or respond to. In the first instance, this should be through the Station Manager.
- Any personal social media interactions using 90.1 NBC FM information communication technology assets, whether the interactions relate to 90.1 NBC FM or not, are covered by this Policy.
- Any employee/volunteer who violates this Policy will be subject to disciplinary action, which may even result in termination of employment.

Remember that nothing is temporary online. The virtual world is full of opportunities to interact and share with people around the world. It's also a place where nothing is temporary and there are no "take backs." A lot of what you do and say online cannot be retrieved, even if you delete it – and it's easy for others to copy, save and forward your information.

Personal Social Media Use

Commenting with Social Media is equivalent to commenting publicly on radio, television or at a public speaking engagement.

As a member of the community, you have the right to make public comment and enter into public debate on political and social issues. There are circumstances, however, in which public comment is inappropriate unless you are specifically authorised by 90.1 NBC FM.

These include circumstances where:

- The implication that the public comment, although made in a private capacity, is in some way an official comment on 90.1 NBC FM activity or programs or perceived to be an official comment.
- You are directly involved in advising or directing the implementation or administration of policy and the public comment would compromise your ability to do so.

Outside of these circumstances, if you comment or write about 90.1 NBC FM in your capacity as an employee, observe the following guidelines:

- If your online profile in some way identifies you as an 90.1 NBC FM employee/volunteer, you should comply with this policy and the Code of Conduct. It is recommended that you remove any reference to your employment at or contact with 90.1 NBC FM from your personal social networks.
- Make it clear that your comments are being made on your own behalf, not on behalf of 90.1 NBC FM. You should not imply that you are authorised to speak in 90.1 NBC FM's behalf

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and you must use a disclaimer. For example, “The views expressed in this post are my personal views only and do not necessarily reflect the views of 90.1 NBC FM.”

- Do not use your 90.1 NBC FM email address to publish comments or engage socially online. The identification of a 90.1 NBC FM email address linked to content online implies you are authorised to speak on 90.1 NBC FM’s behalf.
- Any online Social Media engagement should not compromise or interfere with your working relationships or your work at 90.1 NBC FM.
- Do not disclose or comment on any private, confidential or secure information. You must not publish private contact details or other personal or health information relating to any individual customer or company – aside from breaching 90.1 NBC FM’s policies, this could also be a breach of the Privacy Act resulting in criminal charges.
- Ensure comments are respectful of the community in which you are interacting online.
- Do not post, or respond to, any inappropriate content (material that is offensive, obscene, defamatory, harassing, threatening, discriminatory, intimidating or otherwise inappropriate). Engagement in any such behaviour is a breach of our Code of Conduct.
- When accessing social media at work, you must do so in accordance with 90.1 NBC FM’s IT User Policy, which includes access and use of emails and internet.

Be aware of your association with 90.1 NBC FM in your online social networks. It’s recommended that you remove any reference to your employment at or contract with 90.1 NBC FM from your personal social networks and its also good practice to make sure your profile content is consistent with 90.1 NBC FM’s values.

Authorised Social Media Use

Why would you want to become an authorised 90.1 NBC FM Social Media representative? You may consider making a formal request if you identify with any of the following:

- You have been nominated from within 90.1 NBC FM
- You have reason to believe that you are the authority in your area of work at 90.1 NBC FM
- You have identified a gap in 90.1 NBC FM’s Social Media engagement that requires attention

In order to become an authorised 90.1 NBC FM Social Media representative, you must first have endorsement from the Station Manager and the Chairman.

Once authorised, you are required to undertake Social Media training at 90.1 NBC FM before you can commence your representation of 90.1 NBC FM.

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When you engage online as an **authorised 90.1 NBC FM Social Media representative**, you must:

- Make it known that you are a 90.1 NBC FM employee/volunteer and the specific business area of 90.1 NBC FM that you represent.
- Only disclose and comment on public domain information. Your comments should be confined to factual information and should not express your opinion on official policy or practice.
- Not disclose or comment on any private, confidential or secure information. You must not publish private contact details or other personal or health information relating to any individual.
- Not be the first to make an announcement (unless specifically given permission to do so.)
- Ensure comments are respectful of the community in which you are interacting with online.
- Seek written permission from colleagues before writing about them
- Not post or respond to any inappropriate content (material that is offensive, obscene, defamatory, harassing, threatening, discriminatory, intimidating or otherwise inappropriate).
- Respect copyright and comply with laws and fair use regarding copyrighted material. Employees should attribute work to the original author/source and never publish information that is copyright restricted.

Reporting Inappropriate Use

If you notice inappropriate material relating to 90.1 NBC FM and/or its employees/volunteers or stakeholders (including bullying, inaccurate, private, confidential or classified information), you should report the incidents to the Station Manager and the Chairman.

Paul McGrath
Station Manager

Date: ____/____/____

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