

Information Technology and Social Media Policy

1. Purpose and Scope:

- 1.1. This policy has been developed to provide clear guidelines to the Taillem Bend Community Centre Incorporated (TBCC) Staff, Volunteers and Board of Management Members. It also applies to any other persons engaged in the use and maintenance of all Information Technology equipment (IT), the use of the computer network, including internet and email and the use of social media on behalf of the Taillem Bend Community Centre as part of their duties.
- 1.2. Specifically this policy is intended to:
 - 1.2.1. Demonstrate TBCC commitment of the highest possible standards of service, support, enhancement and advocacy.
 - 1.2.2. Ensure that TBCC maintains the strength of its open communication between members about matters of common concern.
 - 1.2.3. Guarantee respectful external communication and advancing the TBCC's mission in a changing technological environment.
 - 1.2.4. TBCC recognises the value of information technology equipment within our organisations and maintains that all equipment is to be used in accordance with this policy.

The primary purpose for which access to the internet and email is provided to TBCC staff, Board members, volunteers and public is to assist them in carrying out designated duties at the TBCC.

2. Definition/Explanations:

- 2.1. Information Technology: The development, implementation, and maintenance of computer hardware and software systems to organize and communicate information electronically and includes all fixed, mobile and portable devices.
- 2.2. Internet and Email access: This is provided to staff, Board members, volunteers and the public to assist them in carrying out designated duties at the TBCC.
- 2.3. Social Media: The umbrella term that encompasses the various activities that integrate technology, social interaction and content creation. Social media uses many technologies and forms.
- 2.4. Social Networking: The use of technologies to connect with people who share personal or professional interests through social media.
- 2.5. Social Media Tools: The applications that allow social networking to take place in its many forms. Such as:
 - 2.5.1. Social Networking Sites (*eg. Facebook, MySpace, Bebo, Friendster etc.*)
 - 2.5.2. Video and photo sharing sites (*eg. Flickr, You Tube, Vimeo, Itunes, Dailymotion etc.*)
 - 2.5.3. Microblogging sites (*eg. Twitter, Posterous, Tumblr, FriendFeed etc.*)
 - 2.5.4. Weblogs (*eg. Blogger, WordPress, TypePad, Xanga, Open Diary etc.*)
 - 2.5.5. Forums and discussion boards (*eg. Google Groups, Yahoo! Groups etc.*)
 - 2.5.6. Online interactive reference materials (*eg. Wikipedia*)
 - 2.5.7. Virtual Reality Sites (*eg. Second Life, IMVU etc.*)
 - 2.5.8. Any other websites that allow users to utilise simple publishing tools.
 - 2.5.9. Post: The online publishing of content.

2.5.10. TBCC's business activities or issues: Any information, activities or issues that may impact or effect the ongoing operations of the TBCC (such as financial information, future business performance, business plans or personal staff details).

2.5.11. Use of IT equipment and programs considered to be inappropriate includes, but is not limited to, accessing explicit or offensive material, chat room activity, and game playing

3. Background:

- 3.1. TBCC recognises that social media is how people engage, participate and share information and interaction online. TBCC recognise that social media is becoming an increasingly important tool for corporate/business and community engagement. It is not just about the content shared - it is also about the conversations it creates. In order to continue to lead our sector, TBCC will strive to engage and generate conversation relevant to the community sector and unite those within our sector to work to achieve common goals.
- 3.2. TBCC encourages staff to use social media technologies to enhance communication, collaboration and information exchange to support TBCC's mission.
- 3.3. The use of social media technology follows the same standards of professional practice, conduct and privacy associated with all other staff activities.

4. Policy:

- 4.1. The Information Technology and Social Media Policy and Social Media Guidelines will support the mission and objectives of TBCC and assist in the efficient running of the organisation. TBCC adopts the "Three Rs" of social media engagement - Representation, Responsibility and Respect.
- 4.2. All Board of Management members, staff and volunteers within the organisation are required to handle all IT equipment with regard for the equipment as well as the safety of themselves and all other members of the TBCC community.
- 4.3. No equipment is to be used in a manner that is detrimental in any way to the organisation and inappropriate use of computers and other IT equipment will not be tolerated.
- 4.4. Staff, community members, Board members, volunteers and public may use the internet and email access provided by the TBCC for:
 - Any work and work-related purposes
 - Limited personal use (see procedures)
 - More extended personal use under specific circumstances (see procedures)
- 4.5. TBCC expects staff will use a work profile when acting in an official capacity on any of the TBCC Social Media Tools.
- 4.6. When acting in an official capacity it must be disclosed that you are an employee/volunteer/board member of TBCC and be clear about what your roles and accountabilities are within the organisation.
- 4.7. Only publicly available information must be disclosed. You must not comment on or disclose confidential information (such as information pertaining to organisation financials, future business performance/ plans or staff information). If you are unsure or require clarification as to whether certain TBCC information is in the public domain, seek further information and/or instruction from the Coordinator.
- 4.8. Understand that anything conversed via any Social Media tools is considered to be part of public domain and assume your communications are available for publication and/or discussion.
- 4.9. TBCC is responsible for all content that staff/volunteers/board members publish when acting in an official capacity.
- 4.10. Staff must contribute regularly to the TBCC social media tools.
- 4.11. Training must be completed to update knowledge on emerging social trends and evolving best practice in social media when required to do so.

- 4.12. Any content being published is factually accurate and complies with relevant policies, particularly those relating to confidentiality and disclosure.
- 4.13. Approval must come from the Coordinator when you are to be the first to make an announcement.
- 4.14. Advice, support or comment on topics must only be offered on subjects that fall within your area of expertise or responsibility. For other matters, refer to the relevant member of staff and advise the other party their request has been flagged for response.
- 4.15. Do not engage in anything that is obscene, defamatory, threatening, harassing, discriminatory or hateful to individuals and groups including TBCC, its employees, volunteers, Members, Board of Management, partners, competitors and/or other business related organisations or individuals.
- 4.16. Do not endorse any political or religious parties, candidates or groups. If in doubt, seek clarification/permission from the Coordinator.
- 4.17. Do not endorse any commercial products, services or entities unless it is in context of sponsoring. Always seek permission from the Coordinator.
- 4.18. Be polite and respectful of all individuals and communities with which you interact. Remain focused on achieving organisational mission.
- 4.19. Respect copyright, privacy, intellectual property financial disclosure and other applicable laws when publishing on social media platforms. Check with the Coordinator (who may need to seek further legal advice) if you are not certain what you may or may not reproduce or disclose on social media platforms. Do not report on conversations that are pre-decisional or internal.
- 4.20. Use of Social Media tools should never interfere with your primary duties with exception of where your primary duties are using these tools to do your job.
- 4.21. TBCC encourages staff to use personal Social Media platforms as it can further the organisations objectives.
- 4.22. If publishing comments or content on TBCC social media tools (may include Tailem Bend Community Centre's official sites as well as TBCC's official presence on third party sites) in an unofficial/personal capacity use a disclaimer *"The postings on this site are my own and do not necessarily represent Tailem Bend Community Centre's positions, strategies or opinions."*
- 4.23. Ensure that your profiles and relate content (personal and official) is consistent with how you wish to be portrayed as a TBCC employee/volunteer/board member, is appropriate with the public trust associated with your position, and conforms to existing standards. Have no expectation of privacy.
- 4.24. Those with leadership responsibilities by virtue of their position must consider that even in clearly personal venues thoughts they publish may be misunderstood as TBCC. Assume all thoughts are in the public domain. Have no expectation of privacy.

Date first formulated	December 2015 (previously Social Media Policy and Acceptable Use of Computer, Internet and Email Policy)	
Dates approved by Board	V1	June 2016
Next Review Date	June 2019	
Related Documents	Harassment, Sexual Harassment, Victimization and Bullying Strategy Social Media Guidelines Delegation of Authority Procedures Privacy and Confidentiality Policy	
Legislation	Privacy Act 1988 (amended 2000) (Federal)	
Signed on behalf of TBCC Board of Management by:		
Name: Lorraine Cresp		
Position held: Chairperson		
		Signature: 