

<b>Policy Adopted by Board</b>	
Policy Name	<b>Social Media Policy</b>
Version number	2.0
Policy date	August 2020
Date to be reviewed	August 2022
Responsibility	Executive Manager Public Participation
Related YPRL Policies and Procedures	Code of Conduct Responsible Conduct Policy Digital Marketing Guidelines Operations Manual Disciplinary Policy Equal Opportunity Policy Privacy Policy

## Purpose

Yarra Plenty Regional Library Service (YPRL) recognises that social media is an integral part of our ongoing engagement with the community. The purpose of this policy is to provide understanding and guidance for the appropriate use of social media platforms and tools for YPRL employees to conduct YPRL business. It also provides guidelines regarding personal use of social media.

## Scope

This policy applies to all YPRL employees, volunteers and contractors. It applies to:

- Use of social media on behalf of YPRL
- Personal use of social media which may link to or impact YPRL. This may involve any social media format regardless of whether users are using YPRL owned equipment or not, are on YPRL premises or not, and are within or outside their working hours.

This policy aims to:

- Inform appropriate use of social media tools for YPRL
- Promote effective and productive community engagement through social media
- Minimise miscommunication or inappropriate communications

This policy applies to those digital spaces where people may comment, contribute, create, upload, communicate and share content ('social media'), including but not limited to:

- Blogs and podcasts
- Social networking sites (e.g. Facebook, LinkedIn)
- Video and photo sharing sites (e.g. Flickr, YouTube, Instagram, Pinterest)

- Micro-blogging sites (e.g. Twitter, Instagram)
- News sites, bulletin boards, forums and discussion boards
- Instant messaging facilities (e.g. Snapchat)
- Online encyclopaedias (e.g. Wikipedia) and wikis
- Online publishing and writing forums (e.g. Tablo)

## **Policy**

### **Business Use**

Employees are encouraged to contribute to official YPRL social media presences to enable customer service and promotion of YPRL.

All official YPRL social media use must:

- be developed and delivered in accordance with YPRL's Marketing Strategy and Digital Marketing Guidelines
- be a part of customer service, information sharing or promotional activities approved by a Manager
- comply with YPRL's Code of Conduct

### **Personal Use**

Personal use is engaging in social media as a private citizen on any social media channel regardless of whether on YPRL premises or within or outside working hours.

YPRL supports individuals who choose to use social media in their capacity as private citizens, without intrusion. It is important for individuals to be mindful that where personal social media use may link to or impact YPRL or individuals associated with YPRL, compliance with YPRL policies including the Code of Conduct is required.

Comments, photos or other material which may link to or impact YPRL and would breach YPRL policy or damage YPRL's reputation or the reputation of YPRL Board members, employees or volunteers should not be posted on any social media.

Personal use of social media at work should only be undertaken during breaks. Personal use of mobile phones and tablets at work should comply with YPRL's mobile phone procedure in the Operations Manual.

### **Prohibited Content**

The following content is not permitted to be posted to social media under any circumstance:

- Abusive or inappropriate content, including but not limited to:
  - Profanity or material that would offend contemporary standards of taste and decency
  - Inappropriate sexual language

- Discriminatory material in relation to a person or group based on the attributes outlined in YPRL's Equal Opportunity Policy
- Statements that breach human rights
- Material that would breach applicable laws, i.e. defamation, privacy, trade practices, financial rules and regulations, fair use, trademarks, etc., including but not limited to:
  - Content that is false or misleading
  - Copyright or trademark protected materials
  - Illegal material or materials designed to encourage law breaking
  - Personal details or references to YPRL, Board members, staff, volunteers or third parties that may breach privacy and/or defamation laws
  - Statements that may be considered to be bullying or harassment
- Material that would breach third-party contractual obligations
- Confidential information about YPRL or third parties
- Material that could compromise YPRL employees or the safety of
- Spam, meaning the distribution of unsolicited bulk electronic messages
- Material which would bring YPRL into disrepute

If there is any doubt about applying the provisions of this policy, check with the Executive Manager Public Participation or an Executive Manager before using social media to communicate.

## Responsibilities

### Authorisation

Any staff member who has undertaken social media training and Social and Digital Media in the Workplace training can contribute to YPRL media in accordance with the Digital Marketing Guidelines.

No new platforms, sites, groups or library social media accounts are to be set up without the approval of the Executive Manager Public Participation.

Public Participation maintains a register of usernames and passwords to social media accounts. If a social media account is branch-run, such as Facebook, a representative from Public Participation must be added as an account administrator.

### Modification and Moderation

Any YPRL social media accounts must be consistently monitored and moderated to ensure that all posts and comments comply with YPRL's Code of Conduct, Social Media Policy and Responsible Conduct Policy.

YPRL encourages free speech, however, moderation must be undertaken if a post contains one or more of the following:

- Breach of Responsible Conduct Policy (public)
- Breach of Code of Conduct or Social Media Policy (staff)
- Cyber bullying or harassment
- Defamatory, slanderous or aggressive attacks on YPRL, a Board member, employee, volunteer or member of the public

- Breach of copyright
- Breach of privacy
- Illegal or offensive content

## **Breach of Policy**

Breaches of this policy may lead to action in accordance with YPRL's disciplinary policy and procedure, which may include termination of employment or association.

YPRL reserves the right to remove, where possible, content that violates this policy or any associated policies.

Employees or volunteers who become aware of inappropriate content in relation to YPRL on a social media forum should report the matter to the Executive Manager Public Participation as soon as possible. If the inappropriate content concerns an employee, also notify the People & Culture department and relevant manager as soon as practicable.