



Development Together Pty. Ltd.

SOCIAL MEDIA POLICY

Development Together uses social media in its work and recognises that those who are involved in its work may also use social media, either as part of their role, or in their private lives. A written policy is therefore required for all Development Together Staff and Participants (volunteers/interns) on the acceptable use of social networking at work.

Development Together encourages the responsible use of social media. The purpose of this policy is to set out what we expect from Development Together Staff and Participants (volunteers/interns) when using social media. It is important to remember that we are all ambassadors for Development Together and the relevant host organisation, and that social media is never private.

This policy aims to:

- Give clear guidelines on what Development Together Staff and Participants (volunteers/interns) can say about the organisation on Social Media,
- Comply with relevant legislation and protect Development Together Staff and Participants (volunteers/interns),
- Help Development Together Staff and Participants (volunteers/interns) draw a line between their private lives and their volunteering;
- Protect Development Together Staff and Participants (volunteers/interns) against liability for the actions of Staff and Participants (volunteers/interns)
- Be clear about sensitive issues, and explain how problems with inappropriate use will be addressed.

1. Policy statement

1.1 Development Together recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to Our work using a wide variety of social media, such as Facebook, Twitter, blogs and wikis etc. This policy aims to protect individuals and groups participating with Us in any role, and to encourage you to take responsibility for what you write, exercise good judgment and use common sense. (See 2.1)

1.2 Inappropriate use of social media can pose risks to Our confidential and proprietary information and reputation, and can jeopardise Our compliance with legal obligations. To minimise these risks, to avoid loss of work time, and to ensure that our IT resources and communications systems are used only for appropriate business purposes, we expect Development Together Staff and Participants (volunteers/interns) to follow this policy.

2. Who is covered by the Policy?

2.1 This policy covers Development Together Staff and Participants (volunteers/interns).

3. Scope and Purpose of the Policy



3.1 This policy deals with the use of all forms of social media, including Facebook, YouTube, Twitter and all other social networking sites, and all other internet postings, including blogs.

3.2 It applies to the use of social media both for Development Together Staff and Participants (volunteers/interns) and personal purposes, whether while participating or otherwise. The policy applies regardless of whether the social media is accessed using Our IT facilities and equipment or equipment belonging to staff/participants.

3.3 If a Development Together Staff and Participants (volunteers/interns) is found to be in breach of this policy their Development Together supervisor will address this using [Development Together Social Media Guidelines for Breaches](#).

3.4 Development Together Staff and Participants (volunteers/interns) may be required to remove internet postings which are deemed to constitute a breach of this policy.

3.5 This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as equal opportunities, data protection etc.

4. Personnel responsible for implementing the Policy

4.1 All Development Together Staff and Participants (volunteers/interns) have a specific responsibility for operating within the boundaries of this policy, ensuring they uphold standards of behaviour expected of them and taking action when behaviour falls below this.

4.2 All Development Together Staff and Participants (volunteers/interns) are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported in writing to Kristy Goodchild (Managing Director) of Development Together k.goodchild@developmenttogether.com

4.3 Any content which raises a safeguarding concern must be reported to Kristy Goodchild (Managing Director) of Development Together k.goodchild@developmenttogether.com

5. Guidelines for responsible use of social media

The following sections of the policy provide Development Together Staff and Participants (volunteers/interns) with common-sense guidelines and recommendations for using social media responsibly and safely. Development Together Staff and Participants (volunteers/interns) should also avoid social communications that might be misconstrued in a way that could damage our business reputation, even indirectly.

5.1 We want you to help protect our business reputation. Development Together Staff and Participants (volunteers/interns) must not post disparaging or defamatory statements about:

- a) Development Together the Organisation;
- b) Development Together staff, Our clients, volunteers/interns or members past or present,
- c) suppliers and vendors;
- d) other affiliates and stakeholders.



5.2 Development Together Staff and Participants (volunteers/interns) are personally responsible for what they communicate in social media (as part of their role with Development Together, or on personal sites). Remember that what you publish might be available to be read by the masses, colleagues, future employers and social acquaintances for a long time. Keep this in mind before you post content.

5.3 A publicity consent form must be obtained prior to posting images or text which may be used on social media.

5.4 Development Together does not permit tagging of anyone under the age of 18, or vulnerable adults.

5.5 There is no obligation for Development Together Staff and Participants (volunteers/interns) to link their personal social media to any Development Together's social media.

5.6 Development Together Staff and Participants (volunteers/interns) are not permitted to set up social media accounts for work purposes without prior consultation with Development Together Managing Director.

5.7 If you disclose your affiliation as a participant with Development Together you must also state that your views do not represent those of the organisation you are placed with. For example, you could state, "the views in this posting do not represent the views of Development Together." You should also ensure that your profile and any content you post are consistent with the image you present to those you work with as part of your role.

5.8 You can only use the Development Together email address if your role involves using social media on behalf of the organisation.

5.9 You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

5.10 Remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to the appropriate member of staff. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on our supporters, staff or staff/volunteers/interns.

5.11 Avoid posting comments about sensitive Development Together related topics, such as our performance. Even if you make it clear that your views do not represent those of our charity, your comments could still damage our reputation.

5.12 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with your volunteer supervisor.

5.13 If you see content in social media that disparages or reflects poorly on Development Together or our stakeholders, you should report it to your Development Together supervisor and/or the Managing Director. All Development Together Staff and Participants (volunteers/interns) are responsible for protecting our reputation.



5.14 The contact details of business contacts made during the course of your volunteering are regarded as our confidential information, and as such you will be required to delete all such details from your personal social networking accounts, should you finish volunteering with Development Together.

5.15 Contact details of Development Together Staff and Participants (volunteers/interns) are subject to data protection. Staff are not permitted to access or store information on Development Together Staff and Participants (volunteers/interns) that would breach data protection.

6. Personal use of social media in the office environment.

We recognise that Development Together Staff and Participants (volunteers/interns) may occasionally desire to use social media for personal activities in the office or by means of our computers, networks and other IT resources and communications systems. We authorise such occasional use during rest breaks so long as it does not involve unprofessional or inappropriate content and does not interfere with your volunteering role. You should not use Development Together IT resources and communications systems for any matter that you wish to be kept private or confidential.

If using social media while volunteering, circulating chain letters or other spam is never permitted. Circulating or posting commercial, personal, religious or political solicitations, or promotion of outside organisations unrelated to Development Together work is also prohibited.

By signing this policy, you agree to adhere to the guidelines within. Please complete the details below and return* this completed form to k.goodchild@developmenttogether.com

Your name: _____

Date: _____

****This policy is to be signed and returned prior to commencement of placement/employment with Development Together. Failure to do so within the designated time frame may result in placement/employment being terminated.***

****Disclaimer: Reasonable precautions have been taken to ensure information in this publication is accurate. However, it is not intended to be legally comprehensive; it is designed to provide guidance in good faith, without accepting liability. If relevant, we therefore recommend you take appropriate professional advice before taking any action on the matters covered herein.***