



SOCIAL MEDIA POLICY 2016-2017

ACT Rescue and Foster (ARF) Inc. is an incorporated non-profit association of people in the Canberra (Australia) and the surrounding region who rescue dogs from euthanasia and foster them temporarily in our own homes for as long as it takes to find them loving, permanent homes.

ARF Objects

To save and improve the lives of dogs in the Canberra region as well as in surrounding regions, including metropolitan and regional Sydney by:

- rescuing and rehoming as many unwanted dogs as possible
- educating the community about responsible dog companionship
- working with local pounds to help achieve, develop and implement "minimum destruction" policies and procedures
- establishing and developing networks of communication for people involved in rescue and rehoming dogs.

Our Social Media Policy

ARF's Social Media Policy is to

- support ARF's Objects
- help maintain consistency and transparency in the day-to-day operations of the organisation as well as in its policy development
- maintain the integrity of the ARF Brand

Our Social Media Strategy

We will use a range of social media including two Facebook (FB) pages, one internal FB called Volunteers Facebook, and a public Facebook for promotional material, for public release of ARF statements and for responding to enquiries from the public; twitter, YouTube and instrgram.

Facebook

Currently FB is by far the dominant social media medium utilised by ARF. As such greater detail has been provided in this policy on FB use. Should other mediums grow in importance this policy will be reviewed by the ARF Committee.

Both FB's will function as follows.

ARF Public FB

ARF members authorised by the Committee to post on the public FB and respond to enquiries are:

- ARF President and ARF Secretary for policy information and official statements. Administrators must ensure that these statements are posted on the main FB display without amendment
- FB Administrators and Editors, in consultation with ARF Committee where needed, for ARF promotional material and responses to enquiries on dogs and events

ARF Volunteers FB

The Volunteers FB is an invaluable resource for all foster carers who can use it to share information and photos and freely discuss a wide range of subjects within the group. However it is not a substitute for seeking official approval for a dog, nor for placing a dog on the ARF website with photo and write up.

Foster carers and other volunteers are registered to use this form of internal communication and the administrators will make regular checks to ensure that those registered continue to be eligible to use this FB.

Where the administrators see a potential problem arising eg personal arguments, the posts may be removed, the Committee will be notified and the members involved advised on the key principles of FB use.

Facebook administration

The 2016-2017 administrators and editors and their job descriptions are shown in Attachment 1.

Other Social Media outlets

ARF also uses Twitter. Currently the primary use of Twitter is to post directly from ARF's public FB posts. As such the above advice in relation to FB should be applied to Twitter.

ARF is currently exploring the use of YouTube (not extensively utilised currently) and planning to make use of Instagram. Once use of those two avenues are more established the ARF Committee will review this policy on any additional policy directions.

Communication Subcommittee

The Communication Subcommittee has day to day oversight for the implementation of this policy and will report regularly to the ARF Committee on its implementation. Any suggested amendments to the policy must be submitted to the ARF Committee for discussion.

Key principles for social media use by ARF members

ARF members authorised to use ARF's social media as a communication tool must familiarise themselves with the key principles for its use (see below)

When posting you must maintain the same high standards of professional conduct and behaviour online as would be expected elsewhere

Engaging in harassment, bullying, illegal or otherwise inappropriate activity, whether you use an official or private social media account, will not be accepted.

Failure to abide by the relevant policies and standards may lead to disciplinary action.

When representing ARF on social media and other publications must be consistent with the relevant ARF policies, standards and behaviours.

Do not disclose information, make commitments or engage in activities on behalf of ACT Rescue & Foster online unless you are authorised by ARF Committee to do so.

Do not use ARF email or social media accounts for private blogging or other forms of personal online comment. Do not use an ARF email address to establish a personal social media account.

Personal use of social media is defined as individual or private use, using your own personal social media accounts and where you are not commenting as an authorised officer of ACT Rescue & Foster.

Example of unacceptable use:

- using ARF resources to access or post any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful

Example of acceptable use:

- re-tweeting content from ARF's account on your own Twitter account

Risks associated with using social media

Social media sites make it very easy to share information with others. While this convenience is their selling point, it means that you need to be aware of the risks involved in the use of these sites.

Defamation

Defamation is the injury to another person's reputation either directly or implied through the publication of words or sounds. It does not matter if the defamation was unintentional. For example, if you make false accusations about an individual in a blog which cannot be substantiated.

In certain circumstances accurate information that lowers the public perception of an individual or organisation can amount to defamation if it is published in some jurisdictions.

Avoiding defamation:

- do not post information online that is unsubstantiated relating to a business or an individual
- do not re-tweet or comment on posts and tweets which may be a rumour or confidential relating to a business or individual

Negligence

Negligence is the failure to act when bound by a duty of care. You should take reasonable action to avoid acts or omissions which you can reasonably foresee would be likely to injure someone. The degree of care which the law requires is that which is reasonable in the circumstances of the particular case.

Example : If a Twitter user lodges a complaint through Twitter to ARF, ARF acknowledges receipt of the message but does not act on the complaint and the complainant sustains injury as a result.

ARF Committee

July 2016

www.fosterdogs.org



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SOCIAL MEDIA ADMINISTRATION:**Job descriptions**

ARF Facebook and Twitter Administrators will:

- answer to ARF Committee
- read and apply the Key Principles of FB and Twitter use, as outlined in ARF's Social Media Policy 2016-17
- be responsible for specific ARF FB pages and will monitor these pages on a daily basis, reporting any breaches of the Key Principles to ARF Committee as soon as they emerge
- maintain the use of the ARF brand as outlined in the ARF Governance Manual

Tasks

Shown under the Admin and Editor categories in the table below.

	Admin	Editor	Moderator
Manage Page roles and settings	✓		
Edit the Page and add apps	✓	✓	
Create and delete posts as the Page	✓	✓	
Send messages as the Page	✓	✓	✓
Respond to and delete comments and posts to the Page	✓	✓	✓
Remove and ban people from the Page	✓	✓	✓
Create ads	✓	✓	✓
View insights	✓	✓	✓
See who published as the Page	✓	✓	✓