

Physical Disability Australia (PDA) Social Media Policy

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Drafted By	Simon Burchill	Review Date	01/02/2020
Person Responsible	PDA Manager		

INTRODUCTION

Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with Physical Disability Australia's (PDA's) Media Relations Policy in order to maximise our social media reach while protecting our public reputation.

PURPOSE

PDA may choose to engage in social media such as:

- Twitter
- Facebook
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

PDA seeks to encourage information and link-sharing amongst its membership, Directors, employees and volunteers, and seeks to utilise the expertise of its employees and volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that PDA wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

POLICY

Any use of PDA's social media channels shall be consistent with the following principles:

- **Integrity:** PDA members, Directors, employees and volunteers (users) will not knowingly post incorrect, defamatory or misleading information about the organisation's work, the work of other organisations, or individuals. In addition, users will post in accordance with PDA's Copyright and Privacy policies.

- **Professionalism:** PDA's social media represents the organisation as a whole and should maintain a professional and uniform tone. Authorised users posting on behalf of PDA should preserve the impression of a singular organisation rather than a group of individuals. Comment posts by PDA members are welcome and encouraged provided they do not bring the organisation into disrepute. Un-professional posts and comments coming to the attention of the Communications Officer may be deleted.
- **Information Sharing:** PDA encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

PDA aspires seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

RESPONSIBILITIES

It is the responsibility of the Board to appoint the Communications Officer of the organisation. The role of Communications Officer may be an adjunct to a Director's, employee's or volunteer's substantive position.

The Communications Officer is responsible for:

- Overseeing expansion of PDA's social media presence and overseeing the development and implementation of PDA's Social Media Strategy in line with the organisation's Media Relations Policy;
- Authorising members, Directors, employees and volunteers to make official PDA social media posts and ensuring they are in alignment with this policy;
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident; and
- Monitoring and moderating public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

PROCESS

In addition to the Editorial Guidelines (see Appendix below), the following procedures are to be followed by the Communications Officer and authorised social media users.

Posting on Social Media

Before social media posts are made, authorised users should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to PDA's members and stakeholders?
- Is the information in keeping with the interests of the organisation and its constituted aims?
- Could the post be construed as an attack on another individual, organisation or project?
- Would PDA's funding providers be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that PDA would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by PDA?
- Does it maintain the organisation's overall tone?

If users are at all uncertain about whether their posts are suitable, they should not post them until they have discussed it with the Communications Officer. A few moments spent checking can save the organisation big problems in the future.

Responding to Damaging Posts

In the event of a damaging or misleading post being made, the Communications Officer should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary, an apology should be issued either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

Monitoring and Moderating Responses to Social Media Posts

To preserve the integrity and professionalism of PDA's social media channels, the Communications Officer should monitor responses to posts and take action to maintain a pleasant online environment for members and the broader community.

The Communications Officer should take moderating action with regard to the following types of post responses:

- Excessive or inappropriate use of swearing;
- Defamatory, slanderous or aggressive attacks on PDA, other individuals, organisations, projects or public figures;
- Material that breaches data protection or privacy laws;
- Unlawful publication of copyrighted material (not within reasonable use, in the public domain, or available under Creative Commons licenses); and
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

In the first instance that post responses of this type are made, the Communications Officer shall:

- Remove the post response as soon as possible; and
- Where possible, contact the respondent privately to explain why you have removed the post with references to this policy.

If a respondent continues to post inappropriate content, or if the post can be considered spam, the Communications Officer shall:


- Remove the responses as soon as possible; and
- Ban or block the respondent to prevent him or her from posting again.

Banning and blocking should be used as a last resort only, and only when it is clear that the respondent intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the integrity and professionalism of PDA's social media channels and a pleasant online environment.

RELATED DOCUMENTS

- Media Relations Policy
- Social Media Strategy

AUTHORISATION



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President
1 February 2017
Physical Disability Australia



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1 February 2017
Physical Disability Australia

APPENDIX – EDITORIAL GUIDELINES (FOR BLOG POSTS, NEWSLETTER ARTICLES, VIDEOS AND PODCASTS)

Physical Disability Australia (PDA) is keen to use all forms of social media to engage with members and supporters as well as use it in remaining transparent.

PDA wants to provide members with a voice and an online space to discuss the issues that face people with disabilities.

Submission process and deadlines

Content will need to be sent to the PDA Manager on at least a week before it's proposed publication date.

PDA reserves the right to edit in order to maintain readability and grammatical standards.

All content will be signed off by the PDA President or her proxy.

Formatting

All blog posts should be submitted as a word document and will be published according to the in-house style guide.

Posts should be between 400-800 words long.

Subheading and bullet points are welcome. Photos are encouraged but copyright needs to be attributed.

Referencing Sources

If you are referring to other sources to back up your arguments, please include a hyperlink or links at the end of the document.

Re-posting

PDA encourages cross-media posting but if the content appears for a second time elsewhere, please include "The content of this post first appeared on pda.org.au in <<date>>" as well as the link to the original post.

Author by-lines.

Please include an Author's by-line and feel free to include your twitter handle or website/linked in address. For example, "*Jonathan Shar is currently studying at Macquarie University and managing his own charity, Australian Disability*".

Videos and podcasts

In addition to the above guidelines as they relate to scripts, video and audio texts should use the highest resolution and fidelity available to the content producer.