



Policy Name	Social Media Usage Policy 2023
Approval body	Standing Tall in Hamilton Inc. Committee of Management (CoM)
Endorsement Date	This policy was adopted by resolution of the CoM on [date]
Current version	1.0 - <i>Policy documents occasionally change. It is recommended that you consult the electronic copy to ensure that you have the current version.</i>
Compulsory Review Cycle	2 years
Review Date	2025
Relevant Legislation	<i>Reportable Conduct Scheme, Children Youth and Families Act 2005, Commission for Children and Young People Act 2012, Child Wellbeing and Safety (Child Safe Standards Compliance and Enforcement) Amendment Act 2021, Disability Act 2006.</i>

SOCIAL MEDIA USAGE POLICY

PURPOSE

The purpose of this policy is to provide an acceptable framework for the use of social media by employees, volunteers, consultants and contractors engaged by Standing Tall in Hamilton Inc (STiH).

It is recognised that there is great potential for STiH in the use of social media in the areas of program expansion and promotion, fundraising and as a communication tool to the wider community and between STiH employees and volunteers. It is also acknowledged that social media poses potential risks that must be mitigated to fulfil the organisations commitment to and obligation as a Child Safe Organisation.

It is important that employees, volunteers, consultants and contractors engaged by STiH understand and meet the obligations and recommended standards of behaviours set out within the existing STiH Code of Conduct and Child Safe Policy when using social media for personal or professional uses.

DEFINITIONS

- **Confidential information** means any information of or relating to Standing Tall which is not in the public domain (other than by a breach of notice), including any information which might reasonably be expected to be confidential, and which a program participant may have obtained access to or become aware of in their dealings with Standing Tall.
- **Posting** means any content which is published or placed on social media, including the act of publishing or placing content on to social media, via any means, and **post** has a similar meaning.
- **Program participant** includes committee of management, staff, mentors, contractors, consultants, volunteers and mentees.

- **Social media** means all online media allowing user participation and interactions (including but not limited to all social networking sites (e.g. Facebook and LinkedIn), video and photo sharing sites (e.g. YouTube and Flickr), blogs (whether personal, corporate or hosted by other persons including media outlets), micro-blogging (e.g. Twitter), forums, discussion boards, groups, instant messaging and podcasting.

POLICY

This policy applies to all program participants. Different parts of the policy are applicable to the different roles of program participants.

Social media is seen as an acceptable tool for program participants to use for the purposes of:

- staff communicating with mentors
- promoting the work of Standing Tall to the broader community
- recruiting further participants into the program.

RESPONSIBILITIES OF ALL PROGRAM PARTICIPANTS

1. All program participants are entitled to post on social media platforms privately, however are expected to use common sense and discretion when posting.
2. If program participants use social media to communicate with the broader community they must be aware that they may be perceived as representing Standing Tall and/or the program.
3. When posting on social media, all program participants must do so in a manner that is consistent with STiH code of conduct.
4. Without limiting the above point, when posting on social media, program participants:
 - a. must not disclose any confidential information
 - b. except with the prior written approval of Standing Tall, must not make any post that could appear to be endorsed or supported by, or originating from Standing Tall, for example by:
 - i. suggesting, claiming or implying that they are speaking on behalf of Standing Tall
 - ii. giving the impression that the views expressed are those of Standing Tall
 - iii. including any of Standing Tall's logos, trademarks or other insignia in the post,
 and must, if necessary, make it clear they are expressing a personal view only (e.g. by adding a disclaimer)
 - c. must not make any post that might be construed as obscene, offensive, disrespectful, threatening, harassing, bullying, discriminatory or otherwise offensive or unlawful

- d. must not make any post which disparages or defames Standing Tall or any other program participant, or which may otherwise bring Standing Tall or any other program participant into disrepute
 - e. must not seek to adopt the identity or likeness of another person, or to misrepresent their own identity
 - f. should seek to ensure that the post is accurate, factual and objective – if an error is made, it should be corrected immediately.
5. Notwithstanding 4.b above, program participants may identify themselves as part of the Standing Tall program in incidental mentions of their place of employment or about their personal activities. However, all program participants should then regard all communication concerning Standing Tall or the program on that network as they would a professional network.
6. All program participants must bear in mind any post on social media carries the same obligations as any other kind of publication or commentary. When posting on social media, all program participants must therefore ensure that a post does not contravene:
- a. any Standing Tall policy or procedure
 - b. any obligation or duty owed to Standing Tall (express or implied)
 - c. any applicable laws or regulations

including in respect of (but not limited to) intellectual property, equal opportunity, bullying, sexual harassment, defamation, confidential information, fiduciary duties, privacy and required standards of conduct.

7. In the event of program disruption, i.e., such as commencement of remote learning due to pandemic lockdown. Upon mutual approval between schools, parents and STiH, video conferencing tools eg. Zoom may be used to maintain mentoring connections for a period of time. This will be facilitated by the Standing Tall staff, allowing only approved program participants access to participate and will follow all prior policies regarding privacy etc. All program participants must adhere to the following:
- a. When video conferencing within each participant's home, neither participant should be videoed in their private spaces, eg. Bedrooms/Bathrooms, they must always use public spaces within their homes.
 - b. The usual protocols regarding privacy will be observed, be aware of other people in the space and do not communicate about private matters. Respect each other's confidentiality, unless a program participant sees something of concern and suspects that the other participant may be in danger to either themselves or others. If something of concern arises, the participant must report this to the Standing Tall program staff and the appropriate line of reporting will commence.
 - c. The usual mandatory child reporting protocols apply.

RESPONSIBILITIES OF STANDING TALL STAFF

1. Staff must seek to ensure that, where permitted, any use of social media does not interfere with or undermine the proper performance of their employment duties.
2. Program staff using social media to post on behalf of STiH Inc to communicate with a wider audience must ensure the high quality of posts.

COMMUNICATION BETWEEN YOUNG PEOPLE AND MENTORS

1. Committee of management, staff, mentors, contractors, consultants, volunteers and mentees must observe STiH's published *Code of Conduct*. The code of Conduct states "The use of social media can pose danger to participants, staff, volunteers and organisations. Participants under 18 should not be 'friended' on social media. Be aware that whatever you post online cannot be taken back. Again, only share what you would be happy for a caregiver to see".
2. Exception to the above may only occur, in the event of Remote Learning, where it will be decided upon through mutual agreement between schools, care givers, mentees and STiH Inc if communication is to take place between mentors and mentees via social media avenues.

BREACH OF POLICY

Committee of management, staff, mentors, contractors, consultants, volunteers and mentees are required to comply with this policy at all times.

If a staff member breaches this policy, he or she may be subject to disciplinary action which in serious cases may include termination of employment. Agents and contractors of Standing Tall who are found to have breached this policy may have their contracts with Standing Tall terminated. If a mentor or young person is found to have breached this policy they may be excluded from future involvement in the program.

The Standing Tall in Hamilton committee of management have the oversight responsibility and are the authority, should any breaches of this policy occur.

RESOURCES:

Related Standing Tall Documents:

- Staff and Volunteer Child Safe Code of Conduct 2023
- Reportable Conduct Policy
- Child Safe Policy