

# ACT WILDLIFE Inc (ACTW) SOCIAL MEDIA POLICY

## Purpose:

The purpose of this policy is to inform all members of ACTW of their responsibilities when participating in the evolving world of communication technology, ie. social media platforms\*, websites, podcasts, blogs, message boards and chatrooms, videos sharing sites, texts and instant messaging, etc.

Social media is an expanding forum in which ACTW is able to engage with members, animal advocates, the general public and other communities with shared interests. It is essential to develop a policy to ensure that employees and volunteers who use social media either as part of their job, or in a personal capacity, will have guidance as to the organisation's expectations for their engagement, when referencing or representing ACTW.

Our standing in the community and maintaining the goodwill of the public is vital to the continuation of ACTW. We rely on donations so our reputation is crucial to our success at servicing our community. Remaining neutral in regards to divisive public opinion is important, in addition to remaining 'on mission' by only sharing and creating content relevant to our mission statement.

## Application:

The following guidelines aim to allow for public discourse whilst also protecting the interests of ACTW and its members. It is expected that when engaging in social media you are clear about who you are representing, you take responsibility for ensuring that any reference to ACTW is factually correct and accurate and does not breach confidentiality/ACTW policies, and that you show respect for the individuals and communities with which you interact.

If discussing ACTW or ACTW related issues in personal use of social media platforms, members are still required to follow this policy. Volunteers who engage in blogging or posting should be mindful that their comments, even if posted on their personal accounts, may have an adverse effect on ACTW's interests, community standing and private policies. In addition, some readers may view you as a de facto spokesperson for ACTW. As such, ACTW asks members to focus on representation, responsibility and respect.

It is important to note that this policy does not apply to a member's personal use of social media platforms where a person makes no reference to ACTW, its activities or animals acquired under ACTW's Licence. If you are unsure, contact the social media coordinator before posting.

To reduce the likelihood that your blogging or posting will have an adverse effect on ACTW and the animals under our care, we require that you observe the following terms of use:

1. Do not create or share internet media communication that negatively impacts the ACTW brand or reputation.
2. Comply with the ACTW Carers Code of Conduct, ACTW Policies, and do not create or share Internet media that violates any local, federal or international laws and regulations.
3. Be polite and respectful of others' opinions, even in times of heated discussion and debate
4. Any information about ACTW services must be factually accurate.
5. Adhere to the terms of use, and seek to operate within the cultural and behavioural norms of the social media platform being used.
6. Do not discredit, disparage, challenge or defame the mission, services, public policy positions, operational or animal status decisions of ACTW.

7. Do not criticize individual staff or volunteer performance (by name, title or role.) Do not disclose the name or any personal identifying information of any staff or volunteer without his/her permission.
8. Do not discuss the behaviour, medical condition, behavioural status or euthanasia status of animals in our care which could negatively impact that animal or of other animals in our care. Do not “lobby” for specific animals in our care in this public forum.
9. Do not post information that adversely reinforces negative species-specific stereotypes.
10. Support ACTW position statements on issues and public policy/legislation, but do not represent the organisation as a spokesperson without permission of the Committee or President/Vice-President.
11. Do not comment on Governmental policy issues for which ACTW does not have an organisational position statement (eg. Kangaroo cull). As stated above, no member may comment representing ACTW, and it is your responsibility to clearly state that you are speaking for yourself and not on behalf of the organisation. If unsure of the position of ACTW, contact the President or Vice-President.
12. Disclose only publicly available information. You must not comment on or disclose confidential ACTW information (such as financial information, internal policies, member or member of public details, financial performance, business plans).
13. Only offer advice, support or comment on topics that fall within your area of responsibility at ACTW. For other matters, alert the relevant coordinator, and if the situation requires a real time response, let the other party know that the request has reached ACTW for response and will be followed up.
14. The ACTW social media coordinator will work with volunteers to moderate comments if and when they are posted on ACTW social media. If a volunteer considers any content to be in breach of ACTW rules they should notify the ACTW social media coordinator or the administrator of the site where the material appears. Anything deemed to be unlawful, abusive, defamatory, invasive of another's privacy, or obscene to a reasonable person will be immediately deleted from ACTW social media.
15. Do not post any photos or information that could be used by a member of public to educate themselves in the care of a native animal without a licence or appropriate training.
16. Do not share, show or distribute any photos or videos taken in training courses or documents received from ACTW without our express permission.
17. If you are in need of expensive/large equipment or other specialty items relating to the care of animals covered under the ACTW license, inform your co-ordinator and we can purchase and/or fundraise through the appropriate legal channels.

## Procedure:

ACTW social media coordinator will regularly monitor the content of all of the organisation's social media sites. If breaches to this policy are discovered, the Coordinator will inform the ACTW Committee, who may direct or agree to the decision of the Coordinator to restrict, block, suspend, terminate, delete or discontinue any volunteers access to ACTW internet media sites at any time, without notices and delete postings.

## Policy Administration and Interpretation:

The social media coordinator will be responsible for administering and interpreting the guidelines and provisions of this policy. Any questions regarding the appropriate use of ACTW social media sites or your personal social media (Facebook, etc.) should be directed to the social media coordinator. By accessing, viewing and/or posting any content related directly or indirectly to ACTW on any

Internet media site, you accept, without limitation or qualification, the above terms of use. If you do not agree to the terms of this policy, you may not view or post any contact to any internet media site on behalf of ACTW.

\* Social media platforms:

- social networking sites such e.g. Facebook
- video and photo sharing websites e.g. Flickr, YouTube;
- micro-blogging sites e.g. Twitter;
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- forums and discussion boards such as Whirlpool, Google Groups;
- online encyclopaedias such as Wikipedia;
- any other web sites that allow individual users or companies to use simple publishing tools.