

GD1: Social media

Introduction

The term social media refers to the use of information technology (generally websites and applications) to share ideas, thoughts and information to virtual networks and communities. Social media represents an important form of communication for not-for-profit organisations, allowing engagement with members and the wider public more easily than through traditional communication methods.

Capricorn Conservation Council (CCC) currently uses Facebook as its social media platform. The CCC Facebook page provides an opportunity to:

- rapidly share environmentally relevant information,
- interact and network with the broader community,
- attract new CCC members, and
- improve our understanding of current environmental attitudes and issues.

All content posted on social media sites immediately becomes public information, freely available and often difficult to erase, remove or retract. If managed properly, social media can be a powerful tool in reaching large numbers of people in a positive and engaging way.

This policy outlines the requirements for all persons representing CCC when engaging in social media to ensure that our social media reach is managed appropriately and our reputation as a reputable conservation organisation is protected.

Scope

This policy applies to CCC committee members, employees and volunteers who are representing, or could be perceived as representing, CCC in social media as it relates to:

- creating and publishing posts;
- sharing posts to or from CCC's social media sites, and
- responding to comments or questions from the virtual community.

Authority

The CCC committee may authorise an individual to engage in social media as 'Capricorn Conservation Council' rather than as the individual's virtual profile identity. This authority will cease at anytime that the person is no longer within the scope of this policy or is cancelled by a decision of the CCC committee.

CCC policy statements

General

Social media engagement must be in keeping with CCC's values, the image that CCC wishes to present to the public and must not damage CCC's reputation in any way.

Individuals must take personal responsibility for the content and tone of all social media engagement.

Individuals should disclose, in a manner suitable to the platform, their role within CCC when representing CCC and be careful not to mix personal views with official comments.

Information provided to CCC in confidence must not be published without the express permission of the owner of the information.

Exercise caution and avoid posting content that may impact on CCC's ability to manage the ongoing communication on the subject (i.e. avoid opening a can of worms) or cause a conflict of interest.

Ensure the coordinator is advised of any political or media interest in the content of any published social media.

Social media content

The content of all social media posts, whether they are on CCC managed sites or third part sites must be:

- truthful and reliable in relation to information presented,
- respectful of the different opinions and values of the audience,
- apolitical and impartial,
- consistent with all endorsed CCC policy and position statements, and
- contain social media appropriate references or credit for information and images used.

Role of the coordinator

The CCC Coordinator will:

- provide and maintain access to CCC's social media platforms for authorised persons. Remove authorised social media access when any authority lapses or is cancelled,
- track and monitor discussions on all CCC social media platforms,
- Oversee the quality, technical accuracy and currency of content posted to social media sites,
- appropriately respond to environmental matters raised through discussions in CCC social media platforms,
- provide regular contributions to CCC's social media platforms to ensure that CCC is seen to be responsive and engaged in environmental matters related to the Capricornia region, and
- provide regular reports to the CCC Committee on the performance of social media engagement.

Policy review

Due to the fast-moving nature of social media and the constant development of new social media platforms, it is important that this policy be reviewed and updated regularly.

Revision history

Version	Date	Author/Reviewer	Details	Approved by	Date approved
1.0		Sherie Bruce	Document created	Paul Bambrick	29/06/2019
2.0	Jan 2021	Coral Rowston	Reviewed and amended	CCC Management Committee	10/02/2021