UWAHC Social Media Policy

1. Policy Statement

Social media offers important communication channels through which UWAHC can engage directly with the public including members, stakeholders and the general public. These channels can be used to inform the public about UWAHC’s services, programs and campaigns, as well as creating opportunities for a positive and constructive two-way dialogue.

2. Responsibilities

All UWAHC employees, members, committee members and volunteers are expected to assist in the implementation and enforcement of this Policy by maintaining a level of personal conduct and interaction, which is above reproach and in line with UWAHC’s values and Code of Conduct.

UWAHC employees, members, committee members and volunteers must adhere to, and comply with, directions and guidelines given by the Board of UWAHC in relation to the use of social media in undertaking their duties and responsibilities with UWAHC and must attend all training and information sessions provided by UWAHC concerning social media.

UWAHC employees, members, committee members and volunteers must adhere to the terms of use of all digital platforms and websites.

3. Use of Social Media

Before engaging in social media as a representative of UWAHC or commenting in an official capacity, you must first obtain the written permission of the Director of Hockey. You are **not authorised** to engage in social media as a representative of UWAHC until you have written permission to do so.

Once authorised to comment as an UWAHC representative, you must:

* **Be mindful that you make up part of UWAHC**. How you conduct yourself in the online social media space not only reflects on you as a representative but is also a reflection of the organisation.
* **Know the facts.** Disclose and comment only on information classified as public information. All content published must be accurate as people rely on us to represent best practice advice in animal welfare. It is essential that any information shared is not misleading or fraudulent and complies with all relevant UWAHC policies.
* **Double check everything you post.** Ensure that content is well written; use correct spelling and appropriate grammar and ensure the tone and style of the content is consistent with the UWAHC brand.
* **Keep cool and respect your audience**. Don’t behave in any way that would not be acceptable in the UWAHC workplace. Respect that others may have different opinions from yourself, do not engage in a heated way and only respond in a respectful manner.
* **When in doubt, do not post.** Comment only on your area of expertise and within the delegated authority of your role. If you are an authorised UWAHC representative and find yourself in any circumstance in which you are uncertain about how to respond to a post, seek advice from the Director of Hockey. Exercise sound judgment and common sense, and if there is any doubt, **DO NOT POST IT**.
* **Give credit where credit is due.** DO NOT claim authorship of something that is not yours. If you are using another party’s content, ensure they are credited for it in your post and that they approve of you utilising their content. **Do not** use the copyrights, trademarks, publicity rights, or rights of others without the necessary permissions of the rightsholder(s).
* **The internet is forever**. Once something is published online it can be permanently recorded even if you try to “edit/delete/hide” it later.
* **Remember that our local posts can have a larger significance.** The way that you answer an online question might be accurate in the state of Western Australia but may be inaccurate in other locations. Keep a holistic view in mind and stay specific.

If you are authorised to comment as an UWAHC representative, you **MUST NOT**:

* post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, sexually explicit, intimidating, embarrassing, aggressive, profane, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court order, breaches undertakings, contractual rights or others’ intellectual property rights, or is otherwise unlawful or inappropriate (except to remove comments that breach these guidelines, and to notify the audience as to why this moderation has occurred);
* use or disclose any confidential or secure information;
* make any comment or post any material that might otherwise cause damage to UWAHC’s reputation, brand or commercial interests; or

* bring UWAHC or individuals associated with, or connected to, UWAHC into disrepute.

4 Personal Use of Social Media

In addition to the above points, if you are using social media in a personal capacity and your use of social media identifies you as an UWAHC employee, contractor or volunteer either directly or indirectly, the following extra steps must be taken:

* **Identity yourself**. Where content is published to any website outside of the UWAHC website but has something to do with work done or subjects associated with UWAHC, a disclaimer must be used expressly stating that the views are the views of the author and not those of UWAHC, for example: *“The postings on this site are my own and do not represent UWAHC’s positions, strategies, opinions or policies”.*
* **Stay in your own lane.** Do not engage in or respond to compliments or criticisms posted by individuals which refer to UWAHC or reference UWAHC’s employees, contractors, customers, members, partners or vendors without their approval.
* **Don’t Catfish.** Don’t use the identity or likeness of another employee, contractor or volunteer or other member of UWAHC or visitor/stakeholder associated with UWAHC.

**5. Bullying, harassment and discrimination**

Workplace bullying and harassment includes any discriminatory, bullying or harassing comments employees, volunteers, students or contractors make online, even on their own private social networks or out of office hours. Abusive, harassing, threatening or defaming postings are in breach of the UWAHC’s policies and may result in disciplinary action being taken.

**6. Consequences of breaching this Policy**

Non-compliance with any of the requirements of this Policy by an employee, member, committee member or volunteer will be considered a breach of this Policy. Any breach of this Policy will be taken seriously and will have the consequences listed below.

If your post/s, either in your professional or personal capacity, whether working on formal UWAHC social media or on personal social media, are considered by UWAHC to be offensive, inappropriate, unlawful or in any way breach this policy, UWAHC will inform you of this, ask for the posts to be removed immediately and UWAHC may consider disciplinary action if it considers it appropriate.

If you do not comply with any instruction from the UWAHC or if you are found to repeatedly use social media to post offensive, inappropriate, unauthorised, or unlawful content, this will be considered a breach of this Policy. Any allegation of non-compliance with this policy will be investigated. A decision about the outcome of an investigation and any subsequent disciplinary action will not be taken until the investigation is complete.

A breach of this Policy may result in UWAHC taking disciplinary action, including but not limited to termination of employment or termination of the contractor agreement or volunteer arrangement.

Definitions

| Term/abbreviation | Definition |
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| Social Media | Includes but not limited to content that is created, published and accessible online. Social media may include (but is not limited to):* Social networking sites (e.g. Facebook, Twitter, Google+, LinkedIn etc)
* Video and photo sharing websites (e.g. Instagram, Snapchat, TicToc, Flickr, YouTube etc)
* Personal websites
* Blogs, including corporate blogs and personal blogs
* Blogs hosted by media outlets (e.g. “Comments” or “Your Say” feature in newspapers)
* Wikis and online reference sites (e.g. Wikipedia)
* Forums, discussion boards and groups
* Video on demand and podcasting
* Online multiplayer gaming platforms (e.g. World of Warcraft etc)
* Instant messaging
* Geo-spatial tagging or “check ins” (e.g. Foursquare).
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