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# Social Media Policy

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As at July 2012

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National Council  
of Australia

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**National Social Media Policy**

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## National Social Media Policy

### Our Social Media Policy

The St Vincent de Paul Society's Social Media Policy (the Policy) is applicable to all employees, members and volunteers who engage in social media on behalf of the Society. It also applies to employees', members' and volunteers' personal use of social media as it pertains to the Society.

For the purposes of the Policy, social media refers to websites and platforms which facilitate the communication and interaction between individuals online.

The Society encourages all employees, members and volunteers to spread its story and vision by actively participating in social media. However, in doing so you are expected to comply with the following policy mandates.

**Know your legal and regulatory responsibilities:** When using social media, you must abide by the laws governing the online environment you are working in.

**Preserve confidential information:** You must not share or post confidential or sensitive information about the Society.

**Be respectful to others and the Society:** You must always be mindful of the content you post and the effect it may have on other people. Make no distinction or judgement regarding gender, wealth, occupation, social status or ethnic origin. Never post anything which may be considered obscene, defamatory, profane, threatening, harassing, abusive, hateful or embarrassing to another person or entity.

**Be aware of prohibited topics:** do not affiliate the Society with any political party or use your position with the Society to endorse any third party product, service or enterprise.

**Stay on message:** We use our social media contributions to broaden our message and to further the mission of the Society. When participating in social media it is important to stay true to the position and mission of the Society.

**Maintain your duty of care:** You have a duty of care to the people the Society serves and to fellow employees, members and volunteers of the Society. It is your responsibility to protect the anonymity and privacy rights of the people the Society serves, taking particular care when concerning children.

**Include a disclaimer when posting personal opinions:** If you can be recognised as associated with the Society when expressing personal opinions you must add a



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*good works*

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disclaimer to your comments identifying your personal opinion as such, for example: 'These postings are my own and do not necessarily represent St Vincent de Paul Society's positions, strategies or opinions.'

**Follow the Social Media Handbook:** Abide by the guidelines set out in Sections 5, 6 and 7 of the Social Media Handbook when creating or maintaining social media presence on behalf of the society.

### Additional Resources

The Social Media Handbook references practical guidelines for the use of social media in accordance with the guidelines outlined in this Policy.