



# Public Social Media Policy

30 June 2014

## GUIDELINES AND RULES FOR CONTENT POSTED BY CURRENT OR PAST ARV VOLUNTEERS

Current and past ARV volunteers are public ambassadors for the organisation and should therefore take care to only post content on the official ARV sites that reflects our values and is in keeping with our confidentiality and privacy policies.

1. Keep all posts and comments polite and respectful. Profane, defamatory, harassing or discriminatory language will not be tolerated and will result in comments being deleted and repeat offenders being blocked from the site.
2. Respect our confidentiality agreement at all times.
3. Do not post or take photos that include clients faces except with the permission of the ARV committee and with signed consent forms from parents or guardians, for the purpose of ARV social media. Consent must be given in advance to the photos being taken and then all photos with clients faces must be reviewed by the committee before they are posted.
4. Do not post personal details about clients such as first and last names or contact details.
5. Do not post personal information about past or present volunteers.
6. Do not engage in aggressive or inflammatory conversations that will cause conflict between volunteers or with other members of the public.
7. Remember that you are not an official spokesperson for ARV. Even when posting on other social media platforms or places online from your personal account make it clear that your opinions are your own and do not necessarily reflect the views of the organisation. You are welcome to express your personal opinions online and in real life but in doing so do not use ARV's name to do so or speak on behalf of the organisation.
8. ARV is non political and non religious, as such any posts you make on ARV social media sites should reflect this value. There are plenty of spaces online and in real life to express your beliefs and opinions but ARV's Facebook page is not the place to do this.
9. Keep any confidential information you have had access to at ARV confidential even after leaving the organisation. Do not breach privacy or copyright policy.

10. Be aware the people are likely to form opinions of the organisation based off your behaviour on our social media sites. Use this opportunity to not only be a positive example of what ARV represents but also a positive role model to our kids about what is appropriate behaviour on social media.
11. Remember that we have a dedicated social media team tasked with responding to inquiries, concerns, ideas or criticism. Our ARV social media team is responsible for engaging customers through our page. To avoid confusion, we ask that you not attempt to respond to inquiries or comments directed specifically to the organisation. If you see a question or comment from a current volunteer or member of the general public please refer it to the social media team at [arvmediateam@gmail.com](mailto:arvmediateam@gmail.com) and we will refer it on to the correct official spokesperson or team. Do not act as an official spokesperson for ARV even if you are sure you know the correct answer.
12. Do not engage with inappropriate or trolling behaviour from the general public, past or present volunteers. Correct protocol is to report it to the social media team who will take official action including blocking users and reporting comments to Facebook if necessary.
13. Use the organisation's established channels for job-specific issues. While we encourage volunteers to join our Facebook community and participate in conversations, we encourage you to direct your complaints or concerns about ARV or your working environment to your program admin team or a member of the committee using the established ARV email addresses rather than through social media sites.

## GUIDELINES AND RULES FOR CONTENT POSTED BY MEMBERS OF THE GENERAL PUBLIC

When posting or leaving comments on the ARV website or Facebook page, please be respectful of others. Comments or posts that do any of the following will be removed:

- Threatening, abusive, profane ('Profane' is defined as malicious swearing or using language commonly regarded as offensive), defamatory, indecent, harassing, inciting violence, discriminatory, anti refugee or offensive
- Unlawful or misleading or breaching any law or regulation
- Spam or advertising
- Aggressively argumentative, overly repetitive, derailing (ie off-topic comments), bullying or trolling, or attaching content without appropriate attribution
- Breaching intellectual property laws or infringing third party rights
- Irrelevant to the Australian Refugee Volunteers Facebook Page