



## **SOCIAL MEDIA POLICY**

**Approved by Board: 18 June 2019**

**Next review date: June 2020**

**Managed on behalf of the CEO and Board by:**

Deputy Chief Executive Officer

\*Revisions to this version are identified on the last page before declaration form

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### **1. Purpose of this Policy**

Interplast Australia & New Zealand (Interplast) recognises both the importance of social media as a tool for engaging with its community and people and the need to empower its people to use these tools responsibly. The purpose of this policy is to establish practical, reasonable and enforceable guidelines by which Interplast personnel can conduct responsible, constructive social media engagement in both official and unofficial capacities, promote a safe environment for Interplast personnel to share subject matter and protect Interplast personnel from violating rules, regulations or laws through social media channels. All Interplast personnel are responsible for being aware of the policy and understanding their responsibilities around using social media in their professional and personal capacity.

This policy is closely associated with Interplast's Case Study and Photography Policy, Child Protection Policy, Media Relations Policy and Privacy Policy and should be read in conjunction with those policies.

### **2. Scope of the Policy**

This policy applies to the following people:

- Interplast staff members and contractors;
- Interplast volunteers<sup>1</sup>;
- Interplast Board of Directors and Committee and Working Group members; and
- Observers/visitors accompanying an Interplast activity.

These people are collectively referred to as Interplast personnel for the purposes of this policy.

### **3. Definitions**

Interplast defines the key terms in this policy as follows:

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<sup>1</sup> Volunteers include medical volunteers (surgeons, anaesthetists, nurses and allied therapists) undertaking an activity overseas or participating in professional development in their own country or overseas and non-medical volunteers, such as those in administrative, promotional, governance or fundraising roles.

**Social Media:** Social Media is a set of web-based tools that enable communities of users to communicate information in order to create, share or consume online content. It refers to user-generated information, opinion and other content shared over open digital networks. Social media can be used for either business purposes or personal purposes. Social media may include, but is not limited to:

- social networking sites (e.g. Facebook, Twitter, LinkedIn, Yammer);
- video and photo sharing websites (for example Flickr, YouTube, Instagram);
- blogs, including corporate blogs and personal blogs;
- blogs hosted by media outlets (e.g. 'comments' or 'your say' features on online news websites);
- wikis and online collaborations (for example Wikipedia);
- forums, discussion boards and groups (for example Google Groups, Microsoft Teams);
- vod and podcasting (e.g Spotify);
- instant messaging (including SMS); and
- geo-spatial tagging (Foursquare).

Social media also includes all other emerging electronic/digital communication applications.

#### **4. Legislative Framework and Standards**

As a signatory to the ACFID Code of Conduct, Interplast is committed to meeting the standards within that Code that relates to truthful communication (Quality Principle 6 Communication; Commitment 1) and respect and understanding for NGOs (Quality Principle 5 Collaboration; Commitment 1) These are outlined in more detail in the Policy Statement below.

#### **5. Policy Statement**

Interplast encourages the use of social media in order to:

- advocate for the goals of Interplast;
- educate and inform the public about the development philosophy and activities of Interplast and its partners by promoting the work and results achieved; and
- assist in raising the public profile of, and in fundraising for, Interplast.

Interplast's approach to using social media is grounded in the following principles:

- *Honesty and integrity:* All communications about Interplast via social media will be accurate, accessible and timely. Interplast personnel will never knowingly mislead the public, media or staff on an issue or news story nor use pseudonyms to conceal their identity.
- *Transparency:* Interplast will promote the open sharing of information about Interplast via social media, while requiring that Interplast personnel comply with the law and maintain confidentiality where appropriate.

- *Clarity:* All communications about Interplast via social media targeted at the Australian and New Zealand public will be in plain English. Communications with local in-country people will be in the local language, where appropriate and practicable.
- *Reflecting values:* All communications about Interplast via social media will be consistent with Interplast's organisational values and those in the ACFID Code of Conduct.
- *Attribution:* All communications about Interplast via social media will accurately portray the role and contribution of Interplast and its partners and program donors.
- *Dignified portrayal of local in-country partners and beneficiaries:* All communications about Interplast's local in-country program partners and direct beneficiaries via social media will always respect their dignity, values, history, religion, culture, personal agency and voice. For all stories, photos and films of direct beneficiaries and others that are disseminated via social media, informed consent must first be obtained from the individuals portrayed, in line with Interplast's Case Study and Photography Policy.
- *Confidentiality:* Communications about Interplast via social media will not include the personal or contact details of Interplast personnel, partners, direct beneficiaries and donors, without prior consent, in line with Interplast's Privacy Policy. In particular, Interplast must maintain the confidentiality of beneficiaries with sensitive injuries (e.g. acid burns) in order to protect the future safety of those vulnerable individuals.
- *Balance:* Interplast personnel will ensure that information provided about Interplast via social media is, to the best of their knowledge and belief, objective, balanced and accurate.
- *Speaking from evidence and expertise:* All communications about Interplast via social media will be based on Interplast's expertise and evidence. Interplast personnel will not speculate via social media on matters where they do not have expertise or evidence.
- *Respect for other NGOs:* All communications about Interplast using social media will be respectful of other NGOs and will avoid denigrating them and making inaccurate or misleading statements in order to create an organisational advantage.

## **6. Policy in Practice**

This policy will be embedded within Interplast's organisational culture and practices, consistent with the following guidelines:

- a) The online presence of all Interplast personnel reflects on Interplast. Interplast personnel need to be aware that their actions captured via images, videos, posts or comments reflect on Interplast and should therefore use common sense and discretion when posting online via social media forums.
- b) The Communications Manager is available to assist all Interplast personnel with the effective and appropriate use of social media and to answer any of their questions in relation to their compliance with this policy.
- c) Where inappropriate use of social media is identified, it should be brought to the attention of Interplast's Communications Manager. The Communications Manager, in consultation with the Deputy CEO or CEO, will directly approach the person/people

involved to reinforce the importance of this policy, coach them, and ensure their compliance. The Communications Manager will seek to remedy the situation by having the inappropriate online material immediately removed or changed.

- d) Interplast personnel should adhere to the following basic behavioural guidelines when using social media:
- comply with Interplast's policy commitments and specifically the Case Study and Photography Policy, Child Protection Policy and Privacy Policy;
  - make clear that their words and thoughts written online are their own and are not those of Interplast;
  - speak in the first person (I, not we) when referring to their work;
  - be respectful of Interplast co-workers and other stakeholders and do not identify them or use their names;
  - be responsible for everything they post online, even when not at work, including being quick to correct any mistakes and admit when they are wrong;
  - post knowledgeably, accurately and use appropriate professionalism;
  - do not pick fights, use ethnic slurs, insults or obscenities, or engage in any other unacceptable conduct;
  - be considerate of people's privacy and topics that could be considered personal, such as religion or politics;
  - never reveal any confidential or proprietary information, including identifying information about direct beneficiaries/patients such as their names and addresses/locations;
  - avoid connecting with patients or their families through social media (i.e. 'Facebook friends'), especially from personal social media accounts
  - never identify Interplast personnel, donors, partners or corporate supporters without first obtaining approval;
  - always respect copyright and trademark laws and ensure any use of logos follow Interplast's Branding Guidelines;
  - be smart about protecting themselves and their privacy online;
  - never use online anonymous posts using pseudonyms or false screen names. Interplast believes in honesty and appropriate transparency; and
  - when appropriate, direct others to Interplast's official website and Facebook account.
- e) Interplast staff members (as a specific subset of Interplast personnel):
- are not authorised to speak on behalf of the company via Interplast-specific social media portals (e.g. Interplast Facebook), unless given permission by the Communications Manager, Deputy CEO or the CEO; and
  - are legally liable for anything they write or present using social media, so should think very carefully about what they post online. Staff members can be disciplined for posting inappropriate content, videos or images online that are defamatory, pornographic, proprietary, harassing and libellous or could create a hostile work environment.
  - will comply with the Privacy Policy and Staff Code of Conduct in relation to the use and disclosure of confidential or private information relating to Interplast in the use of both Interplast-specific and personal social media portals.

## **7. Monitoring and Review of Policy**

This policy will be monitored and reviewed in line with the process outlined in the Policy Framework. The Deputy Chief Executive Officer is accountable to the CEO and Board for managing and maintaining this policy.

Where compliance issues are identified, the Communications Manager will work with staff and other relevant stakeholders to address these issues promptly.

Any updates and revisions to this policy must be endorsed by the CEO before being submitted to the Interplast Board for its approval. Policy changes will be reflected, as necessary in updated operational manuals.