

Social Media Policy

Policy number	04	Version	V2.0
Drafted by	Kerry Bull	Approved by Board on	June 2025
Responsible person	Chair	Scheduled review date	June 2027

1. Introduction

- 1.1 People covered by this policy will be collectively referred to as 'workers' (see 3.1).
- 1.2 The policy outlines PRECI's expectations of workers when using social media or making public comments online.
- 1.3 PRECI embraces the use of social media for the promotion, development and delivery of PRECI's services and is committed to ensuring that social media engagement connected with PRECI is lawful, professional and respectful.

2. Purpose

- 2.1 Social media is an important tool that PRECI uses to publicise its operations and solicit public support.
- 2.2 The purpose of this policy is to encourage workers to generate appropriate social media content in connection with PRECI.
- 2.3 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of PRECI and that posts made through its social media channels do not damage PRECI's reputation.

3. Scope

- 3.1 This policy applies to workers that include:

Directors	Officers	Contractors (including employees of contractors)	Employees	Volunteers	Members
✓	✓	✓	✓	✓	?

- 3.1 Social media includes, but is not limited to, engagement on:
 - Twitter
 - Facebook
 - Instagram
 - Pinterest
 - Google+

- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting
- Snapchat
- TikTok
- Reddit
- LinkedIn
- Online chat forums/tools (e.g. WhatsApp, Messenger, WeChat, Viber)
- and any other new forms of social media that may emerge from time to time

4. Values

4.1 PRECI's social media use shall be consistent with the following core values:

- a) **Integrity:** PRECI will not knowingly post incorrect, defamatory or misleading information about our own work or the work of other organisations or individuals. In addition, we will post in accordance with the PRECI's Copyright and Privacy policies.
- b) **Professionalism:** PRECI's social media represents PRECI as a whole and should seek to maintain a professional and uniform tone. Directors, officers, employees, and volunteers may, from time to time and as appropriate/authorised, post on behalf of PRECI using our online profiles, but the impression should remain one of a singular PRECI rather than a group of individuals.
- c) **Information Sharing:** PRECI encourages the sharing and reposting of online information that is relevant, appropriate to our vision and purpose, and of interest to our members.
 - Vision - Excellence and equity in services for young children with developmental disabilities and at risk of developmental delay in Australia.
 - Purpose - To lead Australian early childhood intervention research, knowledge translation, quality practice, and policy for young children with developmental disabilities.

5. Policy

5.1 All posts that relate to PRECI must meet content guidelines for use of social media. This includes:

- posts on or connected with PRECI's social media accounts (Professional Social Media Use – see below); and
- posts on Workers' own social media accounts (Personal Social Media Use – see below).

5.2 Professional Social Media Use

PRECI's social media manager may approve an individual to post on PRECI's social media accounts (Approved Poster). In determining who should be an Approved Poster, the social media manager may consider:

- the extent of control PRECI has over the individual
- whether the individual has the appropriate communication skills
- what understanding the individual has of the risks of social media use
- current and former responsibilities and how the individual performed in those roles

Only Approved Posters should have access to social media account passwords and logins.

The social media manager must keep records of Approved Posters and review the appropriateness of approvals on an annual basis.

5.3 Personal Social Media Use

Subject to this Policy, workers should seek prior approval from the social media manager before engaging in Personal and/or Professional Social Media Use about or connected with PRECI, except for promoting or supporting PRECI's activities.

Workers that are not Approved Posters may engage in Personal and/or Professional Social Media Use about or connected to PRECI without prior approval from the social media manager provided that the use complies with the Social Media Policy, Content Guidelines and Procedure.

6. Content guidelines

- 6.1 PRECI respects the right of workers to participate in political, advocacy and community activities.
- 6.2 Workers should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. PRECI expects workers to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.
- 6.3 When engaging in Professional Social Media Use, PRECI expects that workers will:
 - be professional and respectful
 - promote the best interests of PRECI
 - not include misleading or deceptive statements or inferences
 - refrain from inappropriate swearing
 - only include intellectual property (such as photos, videos and quotes) that PRECI has permission to use or that do not require permission to use
 - comply with PRECI's Privacy Policy.
- 6.4 When engaging in Personal and/or Professional Social Media Use, workers must also ensure that they:
 - a) don't use a PRECI email address to register personal social media accounts
 - b) refrain from conduct that has the potential to damage PRECI's reputation
 - c) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other workers, clients or stakeholders of PRECI
 - d) don't make comments that are, or could be perceived to:
 - be made on behalf of PRECI, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedure
 - compromise the professional or researchers capacity to fulfil duties in an impartial and unbiased manner
 - e) are mindful that their behaviour is bound by PRECI's Policies, Procedures and Code of Conduct, even outside work hours (e.g. comments made on social media about a colleague)
 - f) make clear that any views expressed in Personal Social Media use are their own and not those of PRECI (However, this will not necessarily protect them from breaching the Policy).

7. Responsibilities

- 7.1 The Board shall nominate a Social Media Manager to co-ordinate PRECI's social media management.
- 7.2 Workers may, from time to time, post or comment on the activities of PRECI and where appropriate/authorised, post on behalf of PRECI using the PRECI's online social media

profiles. Unless a Worker is promoting or supporting the activities of PRECI, this should only be done with the express knowledge and authorisation of PRECI/the Social Media Manager.

7.3 The Social Media Manager has responsibility for overseeing PRECI's Social Media Strategy. Their role includes:

- a) Determining which social media platforms are most appropriate for PRECI to engage in, and policing those boundaries
- b) Ensuring that all posts are in keeping with PRECI's mission, core values, and policies
- c) Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content), and to minimise the risk of a repeat incident
- d) Ensuring that appropriate and timely action is taken to repair relations with any persons or PRECIs offended by an inappropriate post
- e) Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic
- f) Developing a strategy for expanding our social media footprint over time

8. Breaches

8.1 If a Worker breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including the termination of their engagement.

9. Related Documents

- Confidentiality Policy
- Copyright Policy
- Media Relations Policy
- Privacy Policy
- Risk Management Policy
- Workplace Health and Safety Policy

10. Legislation & Industrial Instruments

- Age Discrimination Act 2004 (Cth)
- Copyright Act 1968 (Cth)
- Defamation Act (state and territory specific)
- Disability Discrimination Act 1992 (Cth)
- Privacy Act 1988 (Cth)
- Racial Discrimination Act 1975 (Cth)
- Sex Discrimination Act 1984 (Cth)

This policy & procedure is not intended to override any industrial instrument, contract, award or legislation.

Social Media Procedures

Procedure number	04	Version	V2
Drafted by	Kerry Bull	Approved on	June 2025
Authorised person	Chair	Scheduled review date	June 2027

1. Procedures

1.1 Posting to social media

Before social media posts are made, workers should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to PRECI's members and stakeholders?
- Is the information factual and true? Does it emanate from a reliable source?
- Is the information in keeping with the interests of PRECI and in line with PRECI's vision, purpose and core values?
- Could the post be construed as an attack on another individual, PRECI or project?
- Would PRECI's supporters (including donors) be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that PRECI would be happy to associate itself with?
- Is the tone and the content of the post in keeping with other posts made by PRECI? Does it maintain the PRECI's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Social Media Manager. A few moments spent checking can save the PRECI big problems in the future. If in doubt, leave it out.

1.2 Damage limitation

In the event of a damaging or misleading post being made, the Social Media Manager should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary, an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored, and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the PRECI's reputation, revert to the Media Relations Policy and the Institute of Community Directors Australia (ICDA) help sheet: [What to do in a Media Crisis](#).

1.3 Moderating social media

PRECI is committed to protecting its reputation and maintaining a safe and friendly environment for its Workers and members.

From time-to-time social media forums may be hijacked by trolls or spammers or attract people who attack other posters or PRECI aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts breach the Content Guidelines in the Policy, users may be subject to disciplinary action.

If a post that breaches Content Guidelines appears only once:

- Remove the post as soon as possible;
- If possible/appropriate, contact the poster privately to explain why you have removed the post, highlighting PRECI's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible;
- Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort, and only when the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

Moderation of social media posts, including any decision to block, ban and remove posts, ultimately lies with the Social Media Manager, but may, at their discretion, be delegated to responsible staff and volunteers.