



POLICY – SOCIAL MEDIA

ID No: FBC-18-485

Version: 2.0

Applies to: All staff, contractors, and volunteers
Applicable Standards: FBC Employee Code of Conduct
Contractual Obligations: FBC Employee Code of Conduct

Summary

This Policy has been developed to outline how Family Based Care Tasmania's (FBC's) online social media profiles will be managed. The Policy is also aimed at ensuring FBC staff, contractors, and volunteers understand their rights and responsibilities when participating on such sites and with respect their personal social media activities.

General

This Policy is for the mutual protection of FBC, clients, and staff, and is not intended to prevent, discourage, or unduly limit staff's expression of personal opinion or online activities.

FBC Social Media

FBC uses social media to benefit the Association, its stakeholders, and members.

FBC is committed to maximising its social media reach while protecting its public reputation and aims to ensure the following:

- that any posts are in accordance with copyright and privacy policies;
- to consistently demonstrate integrity by ensuring never to post incorrect, defamatory, or misleading information about its own work, the work of other organisations, or individuals;
- prevent damage to the reputation of the Association and to take immediate action to remove any post in breach of Policy or Procedural Guidelines;
- protect the privacy of clients and participants; and
- continue to educate staff about appropriate and inappropriate social media usage.

FBC Staff Personal Use of Social Media

FBC supports the personal use of social media by staff, where the staff member does not make comments that are, or are perceived to be, made on behalf of FBC.

This Policy is not generally intended to apply to personal use of social media by staff, such as Facebook, Twitter, blogs, and similar platforms where:

- the staff member makes no reference to FBC; and

- absolutely no inference could be made that the staff member is associated with FBC.

Social Media and FBC Code of Conduct

Nothing in this Policy, however, exempts staff members from compliance with the FBC Employee Code of Conduct.

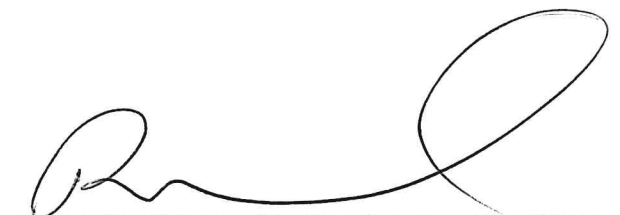
Staff must be mindful that their behaviour on personal social media is also governed by FBC's Employee Code of Conduct and refrain from:

- making comments that are racist, obscene, defamatory, threatening, harassing, discriminatory, or hateful to or about their work or another person or entity related to their work; and
- not make opinions or comments that may be perceived to be representative of the opinion of FBC.

Breaches of This Policy

Breaches of this Policy may also constitute a breach of the FBC Employee Code of Conduct and result in disciplinary action being taken against the staff member, up to and including summary dismissal.

Authorised by:



President of the Board

Date:

21/6/21