

Policy number	02	Version	v02
Drafted by	Mary Connelly-Gale	Approved by Board on	August 2024
Responsible person	Chief Operating Officer	Scheduled review date	August 2026

## 1. Introduction

- 1.1. This Social Media Policy outlines Days for Girls Australia Limited (DfGAL) expectations of Board Directors, DfGAL Executives/Officers, Teams and Chapter (T & C) leaders and volunteers when using social media or making public comments online.
- 1.2. DfGAL embraces the use of social media for the promotion, development and delivery of the DfG program, and is committed to ensuring that social media engagement connected with DfGAL is lawful, professional and respectful.
- 1.3. This Social Media Policy also applies to approved T & C social media accounts.

## 2. Purpose

- 2.1. Social media is an important tool that DfGAL uses to publicise its operations and solicit public support.
- 2.2. DfGAL understands that social media networks (such as Facebook, LinkedIn, Instagram, TikTok, etc.) play an important part in today's society and that the majority of our volunteers may use social media in some personal capacity.
- 2.3. The purpose of this Policy is to encourage Board members, T & C leaders and volunteers to generate appropriate social media content in connection with DfGAL.
- 2.4. It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of DfGAL and that posts made through its social media channels do not damage DfGAL's reputation.

### 3. Scope

- 3.1. This Policy applies to: Board Directors, DfGAL Executive/Officers, T & C leaders and volunteers.
- 3.2. Board Director, DfGAL Executive/Officers, T & C leaders and volunteers covered by this policy will be collectively referred to as '**DfGAL Volunteers**'. On that basis it applies to all volunteers, contractors, suppliers, or others in our workplace.
- 3.3. This policy applies to an individual's contact with media outlets, including journalists, in both a professional and private capacity when referencing DfGAL brands and its related entities.
- 3.4. This policy also applies to an individual's use of social media in both a professional and private capacity. It also applies to all DfGAL-related activities, including any DfGAL-related event and/or activity including conferences, work functions, work-related social functions, or business trips, including DfGAL Volunteers personal social media participation. Any information posted or published on social media should be treated as publicly available information.
- 3.5. This policy operates in conjunction with other relevant Organisation policies and any applicable MOU's contracts and/or applicable legislation.
- 3.6. Social media includes, but is not limited to, engagement on platforms which allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

### 4. Values

- 4.1. DfGAL's social media use should be consistent with the following core values:
  - a) **Integrity:** DfGAL will not knowingly post incorrect, defamatory or misleading information about our work or the work of other organisations or individuals.
  - b) **Professionalism:** DfGAL's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Board members, T & C leaders and volunteers may, from time to time and as appropriate/authorised, post on behalf of DfGAL using our online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
  - c) **Information sharing:** DfGAL encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, and of interest to our volunteers and stakeholders.

## 5. Policy

- 5.1. All posts that relate to DfGAL must meet content guidelines for use of social media. This includes:
- 5.1.1. posts on or connected with DfGAL's and T & C social media accounts (**professional social media use**); and
  - 5.1.2. posts on Board members, T & C leaders and volunteers' own social media accounts (**personal social media use**).

### 5.2. Professional Social Media Use

- 5.2.1. The Chair/Chief Operating Officer/T & C leader may approve an individual to post on DfGAL's or a DfG T & C social media accounts (**Approved Poster**). In determining who should be an Approved Poster, the Chair/Chief Operating Officer/T & C leader may consider:
- a) the extent of control DfGAL has over the individual's actions in this regard
  - b) whether the individual has the appropriate communication skills
  - c) the individual's understanding of the organisation and its core business
  - d) what understanding the individual has of the risks of social media use
  - e) current and former responsibilities and how the individual performed in those roles.
- 5.2.2. Only Approved Posters should have access to social media account passwords and logins.

### 5.3. Personal Social Media Use

- 5.3.1. Subject to this Policy, DfGAL volunteers should seek prior approval from the Chair/Chief Operating Officer before engaging in personal and/or professional social media use about or connected with DfGAL, save for promoting or supporting DfGAL's activities.
- 5.3.2. DfGAL volunteers who are not Approved Posters may engage in personal and/or professional social media use about or connected to DfGAL without prior approval from DfGAL, provided that the use complies with the Social Media Policy, Content Guidelines and Procedure.
- 5.3.3. When participating in social media networks, DfGAL Volunteers must not disclose confidential information belonging to the Organisation or any other information the DfGAL volunteer is required to keep confidential.

## 6. Content Guidelines

- 6.1. DfGAL respects the right of DfGAL volunteers to participate in advocacy and community activities.
- 6.2. DfGAL Volunteers should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. DfGAL expects DfGAL volunteers 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, DfGAL expects that DfGAL volunteers will:
  - a) be professional and respectful
  - b) promote the best interests of DfGAL
  - c) not include misleading or deceptive statements or inferences
  - d) refrain from the use of inappropriate language
  - e) refrain from the use of abbreviations
  - f) only include intellectual property (such as photos, videos and quotes) that DfGAL has permission to use or that do not require permission to use
  - g) comply with DfGAL Safeguarding Code of Conduct
  - h) comply with Days for Girls International Privacy Policy.
- 6.4. When engaging in personal and/or professional social media use, DfGAL Volunteers must also ensure that they:
  - a) refrain from conduct that has the potential to damage DfGAL's reputation
  - b) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other individuals or stakeholders of DfGAL
  - c) don't make comments that are, or could be perceived to:
    - be made on behalf of DfGAL, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedure
    - compromise the DfGAL volunteers capacity to fulfil duties in an impartial and unbiased manner
  - d) make clear that any views expressed in personal social media use are their own and not those of DfGAL.
- 6.5. When photographing or filming children or vulnerable people or using their images for DfGAL purposes, DfGAL Volunteers

- 6.5.1. Must assess and endeavour to comply with local traditions or restrictions for reproducing personal images before photographing or filming anyone.
- 6.5.2. obtain informed consent from the individuals and/or their guardians before photographing or filming. As part of this I must explain how the photograph or film will be used.
- 6.5.3. ensure all images present all people in a dignified and respectful manner and not in a vulnerable or submissive manner. All people should be adequately clothed and not in poses or settings that could be seen as sexually suggestive.
- 6.5.4. ensure images are honest representations of the context and the facts.
- 6.5.5. ensure no identifying information is revealed about a child or vulnerable person when sending images electronically or publishing images in any form.

## 7. Responsibilities

- 7.1. The Chief Operating Officer/Board will nominate a Social Media Officer to coordinate DfGAL's social media management.
- 7.2. T & C with approved DfG Facebook pages will nominate a Social Media Officer to manage their Facebook page. That nominee must comply with this policy and procedures.
- 7.3. DfGAL volunteers may, from time to time, post or comment on the activities of DfGAL and where appropriate/authorised, post on behalf of DfGAL using the organisation's online social media profiles. Unless a Board member, T & C leader or volunteer is promoting or supporting the activities of DfGAL, this should only be done with the express knowledge and authorisation of DfGAL's Social Media Officer and/or Chief Operating Officer
- 7.4. The Social Media Officer has responsibility for overseeing the organisation's Social Media Strategy. Their role includes:
  - a) Determining which social media platforms are most appropriate for DfGAL to engage in, and policing those boundaries
  - b) Ensuring that all posts are in keeping with DfGAL'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 minimising the risk of a repeat incident
  - d) Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations 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, 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 DfGAL volunteer breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including the termination of their role within DfGAL.

# Procedures

## I. Posting to social media

- 1.1. Before social media posts are made, DfGAL volunteers should ask themselves the following questions:
  - a) Do I have permission to post images of people?
  - b) Is the post appropriate in relation to safeguarding children and vulnerable people?
  - c) Is the information I am posting, or reposting, likely to be of interest to DfGAL's volunteers and stakeholders?
  - d) Is the information factual and true? Does it emanate from a reliable source?
  - e) Is the information in keeping with the interests of the organisation and in line with the organisation's mission, work, and core values?
  - f) Could the post be construed as an attack on another individual, organisation or project?
  - g) Would DfGAL's supporters (including donors) be happy to read the post?
  - h) 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?
  - i) If reposting information, is the original poster an individual or organisation that DfGAL would be happy to associate itself with?

- j) Is the tone and the content of the post in keeping with other posts made by DfGAL? Does it maintain the organisation's overall tone?
- 1.2. If an individual is at all uncertain about whether the post is suitable, it must not be posted until it has been checked with the Social Media Officer or the Chief Operating Officer. A few moments spent checking can save the organisation potential problems in the future. **If in doubt, leave it out.**

## 2. Damage limitation

- 2.1. In the event of a damaging or misleading post being made, the Social Media Officer or Chief Operating Officer should be notified as soon as possible, and the following actions should occur:
- a) The offending post should be removed.
  - b) Where necessary, an apology should be issued, either publicly or to the individual or organisation involved.
  - c) The origin of the offending post should be explored, and steps taken to prevent a similar incident occurring in the future.

## 3. Moderating social media

- 3.1. DfGAL is committed to protecting its reputation and maintaining a safe and friendly environment for its Board members, T & C leaders and volunteers.
- 3.2. From time to time social media forums may be hijacked by trolls or spammers or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.
- 3.3. Freedom of speech is to be encouraged, but if posts breach the Content Guidelines in the Policy, users may be subject to disciplinary action.
- 3.4. If a post that breaches Content Guidelines appears only once:
- a) The Social Media Officer or Chief Operating Officer will remove the post as soon as possible
  - b) If possible/appropriate, contact the poster privately to explain why their post has been removed
- 3.5. If a poster continues to post inappropriate content, or if the post can be considered spam:
- a) The Social Media Officer or Chief Operating Officer will remove the post as soon as possible
  - b) The Social Media Officer or Chief Operating Officer will ban or block the poster to prevent them from posting again.

- 3.5.1. 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.
- 3.5.2. Moderation of social media posts, including any decision to block, ban and remove posts, ultimately lies with the Chief Operating Officer, however this may be delegated to the Social Media Officer.

### **Further information and advice**

For further information, contact DfGAL's Chief Operating Officer by email on [australia@daysforgirls.org](mailto:australia@daysforgirls.org) for further advice.

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