

Procedure number	No. PR 5	Version	1.0
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Responsible Person	Chief Operating Officer	Scheduled Review date	2028-08-10

Introduction

This Procedure outlines the processes for creating, approving, publishing and managing social media content on behalf of Days for Girls Australia Limited (DfGAL). It supports the Social Media Policy and provides practical guidance to ensure all social media activity is consistent, professional and aligned with DfGAL's mission, values and brand.

Purpose

The purpose of this Procedure is to:

- provide consistent processes for managing DfGAL social media
- protect DfGAL's reputation and brand
- ensure safeguarding, privacy and copyright requirements are met
- provide guidance for responding to comments and managing incidents
- support volunteers who are authorised to manage social media.

Procedure

1 Becoming an Approved Poster

Only authorised individuals may publish content on official DfGAL social media accounts.

The Chief Operating Officer or Team and Chapter Leader may approve an individual to become an Approved Poster after considering:

- communication skills
- understanding of DfGAL and its mission
- knowledge of safeguarding and privacy requirements
- familiarity with this Procedure
- ability to represent DfGAL professionally.

Only Approved Posters will be provided with access to official social media accounts.

2 Planning Social Media Content

Before creating content, consider:

- Is the content aligned with DfGAL's mission?
- Does it promote dignity and empowerment?
- Is the information accurate and current?
- Will the audience find it valuable?
- Does it reflect DfGAL's values?

Where practical, content should be planned using a content calendar.

3 Creating Content

Before publishing any post, Approved Posters must ensure:

- facts have been verified
- spelling and grammar have been checked
- branding is correct
- photographs have appropriate consent
- safeguarding requirements have been met
- copyright requirements have been complied with
- links function correctly
- partners and sponsors are acknowledged appropriately
- the tone is respectful, inclusive and professional.

Posts should be written using plain English and be accessible to a broad audience.

4 Approval Process

Routine posts may be published by an Approved Poster.

The following content must be approved by the Chief Operating Officer before publication:

- media releases
- organisational statements
- crisis communications
- political or advocacy content
- safeguarding matters
- content relating to complaints or incidents
- potentially controversial topics.

If unsure whether approval is required, seek guidance before posting.

5 Photography and Video

Before publishing photographs or videos, volunteers must ensure:

- informed consent has been obtained
- local cultural practices have been respected
- children and vulnerable people are portrayed with dignity
- images accurately represent the activity
- no identifying information is disclosed without consent
- images comply with DfGAL Safeguarding and Privacy Policies.

6 Publishing Content

When publishing:

- use approved DfGAL branding
- use high-quality images where possible
- tag partner organisations where appropriate
- include appropriate hashtags
- ensure accessibility wherever possible by using captions and alternative text for images.

7 Monitoring Social Media

Approved Posters should regularly monitor official social media accounts for:

- questions from supporters
- inappropriate comments
- spam
- misinformation
- safeguarding concerns
- media enquiries.

Questions that cannot be answered should be referred to the Chief Operating Officer.

8 Managing Negative Comments

Where inappropriate content is identified:

Step 1

Assess whether the comment breaches DfGAL's Social Media Policy.

Step 2

Take a screenshot if the comment may require investigation.

Step 3

Hide or remove comments that are:

- offensive
- abusive
- discriminatory
- defamatory
- threatening
- spam
- misleading
- in breach of safeguarding requirements.

Step 4

Notify the Chief Operating Officer if the issue may affect DfGAL's reputation.

Blocking users should only occur where repeated inappropriate behaviour continues after reasonable moderation.

9 Responding to Incidents

If incorrect or inappropriate content is published:

1. Notify the Chief Operating Officer immediately.
2. Remove or correct the content as soon as practicable.
3. Issue a clarification or apology where appropriate.
4. Record the incident.
5. Review the cause and implement measures to prevent recurrence.

10 Security of Social Media Accounts

Approved Posters must:

- keep passwords confidential
- use strong passwords
- notify the Chief Operating Officer immediately if an account is compromised.

Access to social media accounts must be removed promptly when an Approved Poster leaves their role.

11 Personal Social Media

Volunteers may promote and support DfGAL through their personal social media provided they:

- comply with the Social Media Policy
- do not represent personal opinions as those of DfGAL
- maintain respectful communication
- do not disclose confidential information.

Responsibilities

1 Board of Directors

The Board is responsible for:

- approving the Social Media Policy
- providing governance oversight of DfGAL's reputation and strategic communications
- supporting the Chief Operating Officer in matters that present significant governance, legal or reputational risk.

2 Chair

The Chair is responsible for:

- supporting the Chief Operating Officer during significant or high-risk social media incidents where Board involvement is required
- approving public statements made on behalf of the Board, where appropriate
- working with the Chief Operating Officer to manage communications relating to significant organisational matters.

3 Chief Operating Officer

The Chief Operating Officer is responsible for:

- implementing and maintaining this Procedure
- appointing and removing Social Media Officers and Approved Posters
- approving sensitive, high-risk or crisis communications
- managing significant social media incidents and reputational issues
- ensuring compliance with the Social Media Policy and related organisational policies
- providing advice and guidance on the appropriate use of social media.

4 Social Media Officers

Social Media Officers are responsible for:

- managing official DfGAL social media accounts
- creating, scheduling and publishing approved content
- monitoring social media channels and responding to routine enquiries
- ensuring content complies with DfGAL policies, brand guidelines and safeguarding requirements

- escalating issues, complaints or potential risks to the Chief Operating Officer.

5 Team and Chapter Leaders

Team and Chapter Leaders are responsible for:

- ensuring volunteers managing local social media accounts comply with the Social Media Policy and this Procedure
- nominating suitable Social Media Officers for approved Team and Chapter social media accounts
- supporting volunteers to promote DfGAL in a professional and consistent manner
- notifying the Chief Operating Officer of any significant social media issues affecting their Team or Chapter.

6 Volunteers

All volunteers are responsible for:

- complying with the Social Media Policy and this Procedure
- protecting DfGAL's reputation and brand
- respecting confidentiality, privacy and safeguarding requirements
- using social media responsibly when referring to or representing DfGAL
- reporting any actual or suspected breaches of this Procedure to their Team or Chapter Leader, Social Media Officer or the Chief Operating Officer.

Related Documents

- Social Media Policy
- Safeguarding Policy
- Brand Guidelines
- Complaints Policy

Authorised by DfGAL Board on 2026-08-08

Uploaded pdf version to Google Shared Drive on 2022-08-10.