



Marist Association of St Marcellin Champagnat

SOCIAL MEDIA POLICY **Organisational Usage**

Document Name: Marist Association Social Media-Organisational Use Policy

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1. INTRODUCTION AND PURPOSE

The purpose of this policy is to clarify the parameters for the acceptable use of social media by all staff employed by the Trustees of the Marist Brothers trading as the Marist Association of St Marcellin Champagnat (the Association). This policy addresses the use of social media in all contexts, including its use as part of the organisation's activities, and in sharing content within professional learning networks and communities.

The Association recognises that its ministries and colleges may have their own social media policies which cover use of social media platforms by staff engaged in these organisations. This policy is intended to cover use of Marist Association social media sites or references to the Association on other sites and as such is to be read and observed as complementary to any social media policy or procedure that these ministries or colleges might have.

2. DEFINITIONS

Social media refers to online tools which provide individual users and/or organisations with the ability to create and share content in online communities. Social media tools include, but are not limited to, the following:

- **Social Networking Sites** – such as Facebook, LinkedIn, Google+
- **Video/Photo Sharing Sites** – such as YouTube, Flickr, Instagram, Snapchat, Tik Tok
- **Micro-Blogging Sites** – such as Twitter, Yahoo Buzz, Meme
- **Weblogs** – corporate, personal or media blogs published through tools such as WordPress and Tumblr
- **Forums & Discussion Boards** – Whirlpool, Yahoo! Groups, Google Groups
- **Geo-spatial Tagging** – such as Foursquare
- **Online Multiplayer Gaming Platforms** – such as Second Life
- **Instant Messaging** – including SMS within various tools
- **Vod and Podcasting**
- **Online Encyclopaedias** – such as Wikipedia
- Any **other** websites, applications or devices (including mobile phones) that enable individuals to publish or distribute their own views, blogs, comments, photos, videos etc.

3. SCOPE

This Policy applies to all staff of the Trustees of the Marist Brothers trading as the Marist Association of St Marcellin Champagnat. It informs staff of their obligations and responsibilities when using social media for professional purposes.

Staff include paid employees, religious, volunteers, contractors, sub-contractors, consultants and students on work placements.

Staff are required to make themselves familiar with the requirements of this document and ensure they comply with the behaviours and obligations outlined within it.

Failure to comply with responsibilities and obligations outlined in this document may result in disciplinary action being taken, including termination of employment, notification to external agencies and/or criminal charges.

4. POLICIES

The Association recognises the importance of social media tools as a mechanism for both individuals and organisations to engage and share information.

The Association has two distinct policies dealing with social media activities. This Policy is to be followed with respect to the administration and/or publication of content on the Association's own social media sites. The **Social Media - Personal Usage Policy** provides guidelines for staff and the Association Members when they use their own personal social media accounts.

5. BUSINESS USAGE AND GUIDELINES

The Association uses its website, emails, social media platforms and newsletters to communicate with its Members and other interested parties.

To ensure currency, and management of the Association brand, it is very important that these social media tools are actively managed, and the guidelines set out in this policy are strictly adhered to.

6. AUTHORISED SOCIAL MEDIA PUBLISHERS

Whilst staff ideas and contributions are welcome, given the potential reputational and legal sensitivities of publishing content under the Association brand, only authorised staff known as **Authorised Social Media Publishers (ASMPs)** are permitted to publish content on the Association social media sites. ASMPs receive specific training relating to the management and publication of social media content.

It is the Association's policy that:

- ASMPs must follow the guidelines they receive during training, as well as the **Social Media - Personal Usage Policy** when posting content.
- Only ASMPs are authorised to publish content on the Association's social media sites.
- ASMPs are only permitted to publish content on the specific social media tools with respect to which they have received authorisation.
- Staff who are not registered as ASMPs are prohibited from publishing content on the Association's social media sites.
- ASMPs are prohibited from publishing content on the Association's social media sites with respect to which they have not received express authorisation.

A current list of the Association's ASMPs is available **here**.

The **Coordinator of Membership** has overall responsibility for the management of social media content and training of ASMPs within the Association.

7. SOCIAL MEDIA CONTRIBUTION GUIDELINES

Should staff wish to contribute content for publication through any of our social media sites, please keep in mind the following contribution guidelines:

- Know how to use social media for the Association - before you start, review the Association's social media sites to get used to the style of language used and protocols that have been adopted.
- Do not disclose any confidential or commercial-in-confidence information.
- Ensure the content you wish to contribute:
 - does not reflect poorly on the Association
 - does not denigrate other people or organisations
 - does not breach third party copyright.
- If in doubt, check with the **Membership Team**.

If you have prepared some content you wish to contribute, contact the **Membership Team** to discuss how you might go about getting it published.

8. HOW TO BECOME AN ASMP

Should you wish to obtain authorisation to use one or more of the Association's social media tools please contact the **Coordinator of Membership**.

9. PRIVACY GUIDELINES

From time to time, the names of individuals, or photos of individuals, may be posted on the Association's social media sites for the purpose of promoting the Association's activities. These will only be added with the express permission of the individual/s involved and will not include identifying tags.

10. OUR PROPERTY AND COMPUTER SURVEILLANCE NOTIFICATION

All messages generated on or handled by the Association internet/email facility, including back-up copies, are the Association's property.

11. IF IN DOUBT

Seek advice from the **Membership Team** regarding the Association's use of social media.

12. NOTIFICATION

If you notice material you consider inappropriate, or inconsistent with this Policy, it should be reported immediately to the **Membership Team** so that appropriate action can be taken.

13. OCCUPATIONAL HEALTH AND SAFETY

When engaging in social media, staff need to feel safe and understand there are avenues that can be used if they face issues online including discrimination, bullying, harassment, or other negative experiences online. If required, you can raise a safety-related concern with a member of the **Membership Team**.

14. CHILD SAFETY

At all times, including when using social media tools, you must comply with the Association's **Child Protection Policy and Child Protection Standards**.

You must also report any actual or suspected breaches of the **Child Protection Policy and Child Protection Standards** of by contacting the **Membership Team**.

15. BREACH OF POLICY

By posting or commenting on any of the Association's official social media sites, users accept the above Policy. The Association reserves the right to moderate all content and review or remove any post or comment it deems inappropriate, and to block users who violate these Standards. Breach of this Policy may result in disciplinary action in accordance with your employment agreement.

16. RELATED CODES OF CONDUCT, POLICIES AND PROCEDURES

17. [Child Protection Policy](#) and [Child Protection Standards](#)
Preventing Discrimination, Harassment and Bullying
[Social Media Personal Usage Policy](#)

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