



Marist Association of St Marcellin Champagnat

SOCIAL MEDIA POLICY **Personal Usage**

Document Name: Marist Association Social Media-Personal Use Policy

Publication Date: 24/11/2020

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Review Date: 24/11/2021

Status: Active

1. INTRODUCTION AND PURPOSE

The purpose of this policy is to clarify the parameters for the acceptable use of social media by all staff of the Trustees of the Marist Brothers trading as the Marist Association of St Marcellin Champagnat (the Association), and Members of the Marist Association of St Marcellin Champagnat (Members), how this use might impact on them, and on others, in the course of their use of social media.

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 and Members of the Association. It informs staff and Members of their obligations and responsibilities when using social media in a personal capacity.

Staff include paid employees, religious, volunteers, contractors, sub-contractors, consultants and students on work placements. Members are endorsed Members of the Association.

Staff and Members 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, being blocked or removed from our social media platforms, 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 businesses to engage and share information.

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

5. PERSONAL USAGE AND GUIDELINES

These guidelines provide the expectations where staff or a Member uses social media tools where their identity can be linked to the Association, or where they may make reference or imply information about the Association, its Members, staff, management, councillors, Brothers, other interested parties or other organisations.

6. SOCIAL MEDIA 'DO's

In the circumstances covered by this Policy, when using your personal social media accounts, ensure that you:

- **Do** remember that your comments are public and could easily be reported.
- **Do** use common sense.
- **Do** be polite and respectful in your communications.
- **Do** safeguard your own social media accounts with the highest security settings available.
- **Do** respect the copyright of others (i.e. don't claim others' material as your own).
- **Do** be transparent (e.g. use your own name, declare your interests).
- **Do** respect the privacy of others.
- **Do** protect and uphold your reputation, the Association's reputation, and the reputation of other Members.
- **Do** be honest and accurate.
- **Do** be prepared to defend your position (to your fellow Marists, your colleagues, your family, your friends).
- **Do** make it clear that any views expressed are your own and not those of the Association.
- **Do** respect the privacy of fellow Members, staff, management, councillors, Brothers, or other individuals or organisations associated with the Association.
- **Do** have regard to the fact that our **Preventing Discrimination, Harassment and Bullying** policies still apply where social media content published by you is able to be related back to your employment or membership of the Association. As an example, under your Facebook profile if you state something like "*I am a Member of the Marist Association*" you must ensure that you take care in what you post because all of your comments can be linked back to the Association.
- **Do** be vigilant and proactive with regard to child safety and protection issues.

7. SOCIAL MEDIA 'DON'T's

In the circumstances covered by this Policy, when using your social media tools for personal use ensure that you:

- **Do not** disclose any information you have gained through your Membership of the Association that is confidential or commercial-in-confidence information.
- **Do not** engage in any activity that reflects poorly on the Association.
- **Do not** post negative comments with respect to any fellow Members, staff, management, councillors, Brothers, or other individuals and organisations associated with the Association.
- **Do not** post material that is obscene, defamatory, threatening, discriminatory or hateful to another person or entity.
- **Do not** use the Association's logos, trademarks or other intellectual property.
- **Do not** make comments on behalf of the Association unless you have express authorisation to do so.

8. POSTING PERSONAL COMMENTS ABOUT THE ASSOCIATION

Remember that as a Member of the Association you have an obligation:

- not to post or comment about any activity or personal interest that may conflict with or be inconsistent with the Association.
- not to act in a way which in the reasonable opinion of the Association may, or is likely to have, an adverse effect on our organisation or our reputation.

You should not post negative comments about the Association. If you wish to raise an issue please contact the **Membership Team**.

Sometimes you may wish to make positive comments about the Association online, or you may wish to respond in a positive way to a comment made by someone else. In these circumstances, if you do make a comment, you should be transparent with respect to your posting (e.g. *"I am a Member of the Marist Association"*) and where responding to a comment with an opinion, note that *"these are my personal views and not the views of the Association"*.

9. IF IN DOUBT

If you are uncertain about any aspect of your use of your own social media tools, as a Member of the Association, or compliance with this Policy, you should seek advice from the **Membership Team**.

10. 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.

11. OCCUPATIONAL HEALTH AND SAFETY

When engaging in social media, staff and Members 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 the **Membership Team**.

12. 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**.

13. BREACH OF POLICY

By posting or commenting on any social media sites, users accept the above Policy. With any posts or comments by users on the Association's official media sites, 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.

14. RELATED CODES OF CONDUCT, POLICIES AND PROCEDURES

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

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