



ACT Council of Parents & Citizens Associations

The parent voice on public education

Social media policy

1. Context

The ACT Council of Parents & Citizens Associations (Council) embraces the use of social media platforms for the promotion of Council's work, advocacy and parental engagement.

Council encourages the open use of social media platforms by staff and executive members having regard to Council's appropriate use standards.

This policy applies to all staff and executive members using social media platforms on behalf of Council. It also applies to any staff and executive member who are using person accounts to communicate Council works.

2. Objective of policy

This policy aims to uphold Council's commitments of transparency and collaboration in online communication. By appropriate responsible use, this policy will encourage the use of social media whilst protecting the interests of Council, its employees and members.

3. Scope of policy

Media platforms covered by this platform are:

- (a) Social networking sites: Facebook etc
- (b) Micro-blogging and activity stream sites: Twitter
- (c) Photo and Video content sites: YouTube, Flickr, Instagram
- (d) Forums and Discussion grounds: Raising Children Network Forum
- (e) Blogging platforms: Wordpress, etc
- (f) Online encyclopaedias: Wikipedia etc
- (g) Any other website that allows users to publish content: Newspapers, RioACT etc

4. Official use definition

Official use includes communication carried out from Council branded social media platforms or communication carried out by an employee using a private account but acting as a representative for Council.

5. Use of social media platforms

This section covers content created and published through the official use of social media platforms.

- (a) Any person who is to engage in official use of social media must have read, understood and agreed to comply with this policy as well as Council's internet usage policy.
- (b) Any official use of social media is not to release new information to the public. Council's website remains the official and first source for all online content, it is to be updated prior to any disclosure on social media platforms
- (c) All statements made via official use of social media are to be aligned with Council policy.
- (d) Any content is to be published in accordance with Council's style guide
- (e) No personal information that has been entrusted to Council is to be shared on social media platforms
- (f) Reference to any individual member or executive member on social media platforms is not to occur without prior consent

- (g) The use of social media will not breach the copyright/creative commons rights of content owners. All works shared on social media platforms are to be given complete attribution. Where possible, sources will be directly linked to.
- (h) Opinions of others will be respected and responded to professionally
- (i) No information will be posted that is knowingly false
- (j) Mistakes in information will be acknowledged and corrected as soon as possible
- (k) This policy is to be acknowledged on all social media platforms and made available to any user upon request

6. Platform specific conventions and policy

Sub-policies for each specific platform can be drafted under the supervision of the Communications officer, but cannot contradict any section of this policy.

7. User generated content

This section addresses content created by users of social media other than Council, and the content placed on Council managed accounts.

- (a) No content placed on Council managed accounts on social media platforms is to be deleted by Council unless it is considered to be inappropriate use (as defined below).
- (b) If content has been deleted from a Council managed account, the Communications officer will attempt to contact the user to advise them of the reasons for removal, necessary corrections for reposting to occur and link to this policy.

8. Inappropriate use

Inappropriate use of social media platforms includes, but is not limited to:

- (a) Conducting private or commercial business (including advertising of any product or service)
- (b) Using discriminatory, defamatory, abusive or otherwise objectionable language.
- (c) Accessing, downloading or transmitting of any sexually explicit material, violent images or images of gore without medial purpose
- (d) Accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism
- (e) Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group or sexual orientation; racial epithets; or religious bigotry
- (f) Accessing, downloading or transmitting any material deemed to be illegal under ACT or Australian Commonwealth law
- (g) Compromising the privacy of any person
- (h) Using services for personal political purposes
- (i) Attempting to gain unauthorised access to the computing resources of other organisations
- (j) Any content that is considered to be inappropriate by the unanimous Executive Committee, Communications Officer and Executive Officer.

9. Record keeping

The Communications Officer is required to keep records of all official use and user generated content. This includes content that has been removed for inappropriate use.

10. Breach of policy

The Communications Officer is able to temporarily remove the access to any social media platform that is under the control of Council due to any suspected breach of this policy.

Investigations of breach are to be conducted by the Executive Committee, who upon conclusion can direct the Communications Officer to either permanently remove the user, temporarily reinstate the user with a warning or reinstate the user.

(Adopted 2013)