

# Guide Dogs.

## POL 1019 Social Media Policy

### Organisational

### Policy

Guide Dogs Queensland (GDQ) embraces social media as a positive tool for community engagement. All employees, clients and supporters are encouraged to actively engage with our social media accounts and use it as a way to interact with the organisation.

We encourage all members of the GDQ community to 'like' and 'follow' our social media pages to stay up to date with the latest news, events and messages. It is easy to interact with the pages by liking, commenting or sharing posts, or any other interaction relevant to the social media platform.

Employees, clients and supporters are also welcome to share their own posts relating to their involvement with GDQ, provided it is done in an appropriate way and does not negatively impact GDQ's image or reputation.

### Application

The following policy applies to ensure everyone involved with GDQ can actively engage with the organisation on the official social media accounts and through personal social media accounts in an appropriate manner.

For the purposes of this policy, social media means any facility for online publication and commentary, including, without limitation, blogs, wikis and social networking sites such as Facebook, Instagram, LinkedIn, Twitter, YouTube, Google+ and Pinterest.

This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email, privacy and the internet.

### Principles

#### Reasonable and ethical practices

Please keep in mind the following reasonable behaviours while using social media:

- Be aware of your privacy settings on social media platforms to ensure you understand who can view your posts and comments
- Be mindful of how you may impact GDQ's reputation by association of what you share
- Do not say anything that is false, misleading or could bring disrepute to GDQ
- Ask for consent if you are taking photos of others or want to take photos while under instruction
- Make it clear that the views and opinions expressed are yours alone and do not represent GDQ

- Report any misrepresentations of GDQ you see to the Marketing and Communications Unit and do not enter into any confrontations on behalf of GDQ

### **Inappropriate use of social media**

Inappropriate use of social media by those associated with GDQ can be harmful to our reputation. Please be mindful of this when using social media and do not:

- Post anything that could negatively affect GDQ's brand and reputation
- Post any photos that inappropriately represent Guide Dogs in harness or actively working
- Present a personal or political view as that of GDQ
- Falsely present yourself as someone else from GDQ
- Make any comment which could disclose personal information relating to anyone associated with GDQ, including but not limited to staff, volunteers, clients or supporters
- Make any statement regarding GDQ's business activities that is untrue or commits GDQ to any action or initiative without appropriate authority
- Disclose official information which is classified or commercial-in-confidence
- Publish any confidential information, including but not limited to unpublished details about our fundraising activities, current or future projects and programs, financial information and research
- Post anything that could be considered discriminatory, defamatory, pornographic, proprietary, harassing, abusive or libellous
- Access, download or transmit any kind of sexually explicit material, violent images or any material deemed to be illegal under Australian law
- Share content related to GDQ which vents your frustrations or could be considered ranting
- Publish images of individuals without having obtained appropriate consent

If in doubt, do not post. Please contact a member of the Marketing and Communications Unit for advice if you are unsure about what would be classified as appropriate or inappropriate use of social media.

### **Contributing to GDQ accounts**

We encourage everyone to offer ideas and contribute content to be shared to the official GDQ social media pages. Please submit any ideas, images or videos you believe would be appropriate for the GDQ social media pages to the Marketing and Communications Unit for consideration.

### **Enforcement**

As is the case with all of GDQ's policies, if you do not comply with this Policy, you may face disciplinary action. Disciplinary action may involve a warning or, in serious cases, termination of your engagement with GDQ.

The Marketing and Communications Unit monitors social media activity and will remove, or request you to remove, any material that breaches this Policy.

## **Associated Documents/Legislation/Standard**

### **Legislation**

*Privacy Act 1988 (Cth)*

### **Documents**

- POL 1005 Anti- Bullying Policy
- POL 1006 Anti-Discrimination Policy
- POL 1010 Confidentiality Policy
- POL 1015 Intellectual Property Policy
- POL 1016 Preventing Sexual and Sex-Based Harassment Policy
- POL 1020 Terms of Engagement Policy
- POL 1301 Discipline Policy
- POL 3101 Media Release & Image Policy
- FOR 1010.01 Confidentiality Agreement Form

## **Document Control**

Version number: 6.0

Issue Date: March 2022

Document Authoriser: Chief Executive Officer