



Title	Social Media Policy
Date Last Reviewed	February 2017
Date of Next Review	February 2019
Approved By	General Manager
Owner	General Manager
Version	4
Purpose or Reason	Education and Care Services National Regulation 168 (2)(1)(a)
Source or Reference Material	Telstra Social Media Policy

## VERSION CONTROL

Version No.	Date	Comment	Author
1	Sep 2013	Developed to ensure clear guidelines to follow when using social media platforms.	General Manager
2	Oct 2014	Separated the policy into two: one for families and one for staff and ACS Board of Management	General Manager
3	Nov 2014	Reviewed and reformatted by ACS CoM for consistency	ACS CoM
4	Mar 2017	Updated the scope so this policy applies to parents/guardians, other family members and friends of children attending services managed by ACS.	General Manager

## Policy

### Scope

The Policy and Procedure applies to all parents/guardians, other family members and friends of children attending services managed by ACS.

### Policy Statement

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. Globally the interest and participation in social media is growing at phenomenal rates. This interest also extends to corporations who are recognising that social media offers new opportunities to engage in conversations with customers and other communities with shared interests.

ACS embraces social media as an important tool of engagement. ACS appreciates the value of using social media in a personal capacity as a way to reach out and share information and views with friends and communities - both old and new. With the rapid growth and application of social media, ACS recognises the need to have a policy which ensures that families who use social media have guidance as to the organisation's expectations where the social media engagement is about ACS, its products and services, its people, its competitors and/or other business related individuals or organisations.

ACS has three guiding principles for use of of Social Media;

1. Representation: The person engaging in social media is authorised to represent the information contained in the social media post.
2. Responsibility: The person engaging in social media is responsible for obtaining consent to post information on a social media platform and does not breach any confidentiality requirements and that the post does not contain false or misleading information.
3. Respect: The person engaging in social media shows respect for individuals and communities with which the person interacts, in particular the ACS community.

It is important to note that this policy does not apply to personal use of social media platforms where there is no reference to ACS related issues. Given the rapid development and uptake of social media and its growing relevance to business activity, this policy will be reviewed regularly to ensure it remains relevant and applicable.

If you require clarification about aspects of this policy and how it applies to your own circumstances, please contact the General Manager.

## Procedure

ACS appreciates the value in using social media to build more meaningful relationships with families, communities and other relevant stakeholders. If you are discussing ACS or ACS business related issues in your personal use of social media platforms, you are required to follow this Policy.

Social media tools include:

- social networking sites e.g. Facebook, MySpace, Bebo, Friendster
- video and photo sharing websites e.g. Flickr, YouTube
- micro-blogging sites e.g. Twitter
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- online encyclopedias such as Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools.

### ACS Three Principles of Social Media Engagement

ACS Three Principles of Social Media Engagement are Representation, Responsibility and Respect. These principles apply when you are using a social media platform in a personal capacity. ACS Social Media Policy does not apply to personal use of social media platforms where you make no reference to ACS related issues.

This section outlines how the three principles of Social Media Engagement are applied if you choose to make references to ACS, its people, products or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. These principles aim to minimise the potential for others to misconstrue a personal comment as a representation of the views of ACS.

#### 1. Representation

You are required to:

- Identify yourself as a family member attending a service managed by ACS if you refer to ACS, its people, products and services, its competitors and/or other business related individuals or organisations;
- Ensure you do not imply in any way that you are authorised to speak on ACS behalf;
- Ensure you do not knowingly use the identity of an ACS employee or an employee of a ACS business partner or competitor (including name or variation of a name); and
- Be mindful during your social media engagements of the importance of not damaging the reputation of ACS, commercial interests and/or bringing ACS into disrepute (please refer to the ACS Family Feedback & Complaints Policy for the appropriate procedure if you have a concern or complaint regarding the service provided by ACS).

## **2. Responsibility**

You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:

- Any information about ACS products and services that you provide is informed and factually accurate. If you wish to express your opinions, please state they are your personal opinions.
- If you are offering your personal perspective on a matter related to ACS, be mindful that your commentary and opinion does not cause damage to ACS or its services (please refer to the ACS Feedback and Complaints Policy & Procedure for the appropriate procedure if you have a concern or complaint regarding the service provided by ACS).

You are required to use a:

- Disclaimer to ensure that your stated views and opinions are understood to be your own and not those of ACS. A disclaimer is required when you: refer to the work done by ACS; comment on any ACS-related issue; or provide a link to a ACS website.
- Permanent disclaimer if you are referring regularly to ACS or ACS related issues. For irregular ACS references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is: “the views expressed in this post are mine only and do not necessarily reflect the views of ACS.”

You are also required to:

- Reference only publicly available information such as that on [www.alpinechildrensservices.asn.au](http://www.alpinechildrensservices.asn.au);
- Ensure you are not the first to make an ACS announcement;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about ACS, its employees, its contractors, its partners, its competitors and/or other business related individuals or organisations; and
- Ensure you do not disclose other people’s personal information (including information about families, other employees and photos) in social media venues, and comply with the privacy policy. If you do post photos, ensure that the photo does not include any other children other than your own.

## **3. Respect**

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of other opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used; and

- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.

#### **Breach of Policy**

- As is the case with all policies of ACS, if you do not comply with this policy your child's position at the service may be terminated.
- ACS may recover from you any costs incurred because of a breach of this Policy.
- If you break the law you may also be personally liable.