



Maleny Neighbourhood Centre is a NFP community resource, responding to diverse local needs. We deliver emergency relief, facilitating community networks and connections. Maleny Neighbourhood Centre fosters resilient and fair communities and a just society where diversity is celebrated and participation encouraged.

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In the Heart of Maleny ...

FINAL

MALENY NEIGHBOURHOOD CENTRE		
2020 SOCIAL MEDIA POLICY v1		
Authorised By: Management Committee		
Responsibility for the review:	Centre Coordinator / Development Worker (CCDW) and Maleny Neighbourhood Centre (MNC) Association Inc Management Committee	
Date last review: New policy - commenced Mar 2020	Reviewed / Endorsed By: MNC Management Committee 27/8/20 (Signature)	Date of next review: Aug 2023
Review Process	This Policy will be reviewed by the CCDW and endorsed by the MNC Management Committee on or before the review date.	
Documentation and Communication:	Any decisions requiring policy changes will be recorded in the Minutes of MNC Management Committee and forwarded to CCDW for action and updating of policy documents. Policy changes relevant to the MNC Management Committee, staff and volunteers will either be emailed out or discussed at staff and volunteer meetings.	
POLICY CONTEXT:		
Queensland Standards for Community Services:	Standard 1 Governance and Management Standard 4 Safety, Wellbeing & Rights Standard 5 Feedback, Complaints & Appeals	
Other Standards:		
Relevant Policies:	MNC Bullying and Cyber-Bullying MNC Code of Conduct MNC Code of Ethics MNC Workplace Health & Safety MNC Risk Management MNC Conflict Resolution	

	MNC Privacy and Confidentiality MNC Disciplinary / Dismissal
Forms or other organisational documents:	
Legislation or other requirements:	<p>Workplace Health and Safety ACT 2011 (QLD) Privacy Act 1988 Anti-Discrimination Act 1991 Other anti-discrimination laws including:</p> <ul style="list-style-type: none"> · Age Discrimination Act 2004 (Cth); · Disability Discrimination Act 1992 (Cth); · Racial Discrimination Act 1975 (Cth); · Sex Discrimination Act 1984 (Cth) <p>Australian Human Rights Commission Act 1986 (Cth) Queensland's Human Rights Act 2019'</p> <p>For more information: https://www.humanrights.gov.au/quick-guide/12098 https://www.oaic.gov.au/privacy/your-privacy-rights/social-media-and-online-privacy/</p>
Definitions	For the purposes of this policy MNC workers can apply to all or any of the following: paid staff, volunteers, trainees and students. It does not apply to the MNC Management Committee.
SCOPE	This policy refers to the appropriate and ethical use of MNC's social media accounts (Facebook Page, Instagram etc) to share information, create events and/or comment/respond to social media posts, on behalf of MNC. It also covers the private use of social media while engaging online in relation to MNC operations.
Purpose and Commitment	<p>This Social Media Policy applies to all MNC workers, including those on leave, and Management Committee members. The CCDW Is responsible for ensuring that all workers are aware of and adhere to their responsibilities when representing MNC on social media.</p> <p>This Social Media Policy outlines protocols for MNC workers and Management Committee members regarding the use of social media. It highlights the obligations and responsibilities that MNC's policies, procedures and relevant legislation places on them when using social media to undertake MNC business as part of their role.</p> <p><u>The Internet is Forever</u></p> <p>Content published on the internet can remain public indefinitely. Content can also be replicated and shared beyond the original intended audience who may view it out of context or use it for an unintended purpose. For example: Private messages can be saved, screenshot, and made public - with little potential for recourse. It is important to be aware that according to the terms and conditions of some third-party sites, the content published</p>

	<p>is the property of the site where it is posted and may be re-used in ways that are not intended.</p> <p>Before posting to a social media site, it is important for users to understand the tool/platform, read the terms of service and user guides, and look through existing content to get an idea of the posting etiquette and any cultural and behavioural rules or protocols associated with that social media.</p> <p>It is important to not rely on a social media site’s default or adjustable security settings for any guarantee of privacy. Even if the MNC worker or Management Committee member does not identify themselves online as MNC affiliates, they could be identified as one by other people. Posts can be traced back to individuals and they can be identified as MNC workers or committee members, even if they were posted anonymously or using a pseudonym.</p>
<p>1. Official Use of Social Media</p>	<p>The MNC workers and Management Committee members must adhere to the Code of Conduct, Code of Ethics and Bullying & Cyber Bullying Policies when interacting online through social media. Online interaction should reflect and uphold the values, ethics and reputation of MNC.</p> <p>If desired, the President and Vice President of the Management Committee can choose to have editor status on MNC’s Facebook account to enable them to do updates and posts in their official capacity as committee executives.</p> <p>All Social Media posts by MNC workers must be approved by relevant staff (CCDW, Volunteer Support Worker (VSW) or Admin Officer (AO) before being actioned.</p> <ul style="list-style-type: none"> ● On occasion, there will be requests for posts to be made by the MNC Management Committee. It is important that the wording of these is posted on social media verbatim with no changes. <p>The MNC workers are not to speak on behalf of MNC unless specifically authorised to do so in their role. Authorisation will be provided by the relevant supervisor (CCDW, VSW or AO).</p> <p>Only approved MNC workers can reply to private messages to the MNC on social media pages. This is usually undertaken by the Admin Officer or admin support worker authorised by them to do so. Responses to messages are to occur during office hours ONLY.</p> <p>All after hours enquiries will have a courtesy message sent which will state that someone will be in contact with them Mon- Fri during business hours. This message will include the After Hours number for emergencies.</p>
<p>2. Personal Use of Social Media and Making Personal Comments online</p>	<p>The MNC workers and Management Committee members have the same rights to freedom of expression as other members of the community and MNC respects their right to participate in political, advocacy and community activities in their own time. In doing so however, they are asked to behave in a way that does not call into question their capacity to act appropriately and impartially while undertaking duties for MNC. It is also important that MNC’s reputation is not placed at risk by comments made on social media by MNC affiliates of any category.</p>

	<p>The MNC workers and Management Committee members should be aware that content published online is, or may become publicly available, even when from personal social media accounts. When using social media outside of work hours and when material is posted anonymously, using an alias or pseudonym, it is important to make clear that their views are their own and not those of MNC. It is important when making comments on social media to ensure that they are not:</p> <ul style="list-style-type: none"> ○ Prejudicial to the integrity or good reputation of MNC ○ Compromising public confidence in MNC and its services i.e. emergency relief clients. ○ Made on behalf of MNC rather than an expression of a personal view. ○ Unlawful, obscene, defamatory, threatening, harassing, ○ Compromising their capacity to fulfil their duties as an MNC committee member, staff member, volunteer, trainee or student. This particularly applies where the comment is about MNC policies, programs or services. ○ So harsh or extreme in its criticism of MNC that the worker is no longer able to work professionally, efficiently or impartially. ○ Critical of MNC clients or other stakeholders. ○ A gratuitous personal attack that is connected to MNC. <p>MNC workers and Management Committee members are expected to take reasonable steps to ensure that any social media use, while undertaking MNC work, meets expected standards as detailed in the Code of Conduct, Code of Ethics, Privacy and Confidentiality and Bullying & Cyber Bullying policies. Staff must not use a work email to establish personal social media accounts and must not make comments that are discriminatory or hateful to, or about MNC, colleagues, volunteers or any services that access the Centre.</p>
2.1 Staying Safe	The MNC workers and Management Committee members should always use discretion and judgement when making public comments online. Generally, if in doubt, they should seek advice from the CCDW, AO or VSW.
3. Access to Social Media at Work	
3.1 Responsibilities	<p>Only the CCDW, AO or VSW can authorise MNC worker’s access to use MNCs social media sites (e.g. Facebook, Instagram etc). Access is provided to approved workers to undertake MNC business, on the condition that they abide by the relevant MNC policies ie Code of Conduct, Code of Ethics and Bullying & Cyber Bullying.</p> <p>MNC workers are permitted limited use of MNC’s internet to access their personal social media accounts. However they must be mindful to abide by the relevant MNC policies as detailed above.</p>
3.2 Accessibility	MNC is committed to social inclusion for all people who access and / or work in the Centre. Where possible, content on MNC’s official website or social media accounts, should be made accessible to all who use it.

3.3 Privacy	<p>Personal information about individuals cannot be provided to third-parties without their consent. The email addresses of the MNC workers, Management Committee members and other identifiable information, must be treated with discretion and care. MNC workers and Management Committee members must not upload contact details from MNC contacts when using or prompted by external social networking sites.</p>
4. Sanctions for Non-Compliance	<p>Failure to comply with this policy will constitute a breach of the MNC Code of Conduct. Examples of failure to adhere to the Code of Conduct in a social media setting have been detailed in section 2 above.</p> <p>A suspected breach of the Code of Conduct will be investigated to determine whether any individual associated with the Centre has breached the Code and, if proven, they will be dealt with under the Disciplinary / Dismissal policy.</p> <p>If a worker has been found to breach the MNC Code of Conduct, it is the CCDW’s responsibility to deal with the individual. The CCDW may bring the matter to the Management Committee's attention depending on the severity of the breach.</p> <p>If a member of the MNC Management Committee has been found to breach the MNC Code of Conduct, the CCDW will bring this to the attention of the Management Committee Executive for recourse in accordance with these policies.</p>