

SOCIAL MEDIA POLICY

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Drafted by	Georgia Tracy	Approved by	13.02.2024
		Committee of	
		Management on	
Responsible	Secretary	Scheduled review	11.02.2025
person		date	

Introduction

This Social Media Policy outlines Brain Injury Matters (BIM) expectations of BIM members, employees and volunteers when using social media or making public comments online.

BIM is committed to ensuring that social media connected with BIM is lawful, appropriate, professional and respectful.

Purpose

Social media is an important tool that Brain Injury Matters uses to increase public awareness about living with acquired brain injuries and to promote BIM's mission and activities. It is also a useful tool for sharing information amongst BIM members.

The purpose of this policy is to encourage BIM members, employees and volunteers to share appropriate social media content when posting or commenting online in connection with BIM.

Scope

This Social Media Policy applies to:

- Brain Injury Matters Members (BIM members)
- Brain Injury Matters Committee of Management (BIM COM)
- Brain Injury Matters Employees (BIM employees)
- Brain Injury Matters Volunteers (BIM volunteers)

Brain Injury Matters may choose to engage in social media that includes but is not limited to:

- Twitter
- Facebook
- Instagram
- Pinterest
- Google+

- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting
- Snapchat
- TikTok
- Reddit
- LinkedIn
- Online chat forums/tools (eg. WhatsApp, Messenger, WeChat, Viber)
- And any other new forms of social media that may emerge from time to time

Brain Injury Matters encourages the sharing of relevant online information amongst its members, employees and volunteers. At the same time, social media posts should be in keeping with the image that Brain Injury Matters wishes to present to the public, and posts made through its social media channels should not damage the Brain Injury Matters' reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

Values

Brain Injury Matters' social media use shall be consistent with the following core values:

- **Integrity:** Brain Injury Matters will not knowingly post incorrect, defamatory, or misleading information about its own work, the work of other organisations or individuals. In addition, it will post in accordance with BIM's Privacy Policy.
- **Professionalism:** Brain Injury Matters has official social media channels which represent the organisation as a whole and which seek to maintain a professional and uniform tone. BIM COM and those approved by the COM (Approved Posters) may post on behalf of BIM using BIM official profiles, maintaining the impression of a singular organisation rather than any particular group or individual.
- **Information Sharing:** Brain Injury Matters encourages the sharing and reposting of relevant and appropriate online information that is likely to be of general interest to BIM members and the wider acquired brain injury community. BIM Members may post online information on the BIM members group (unofficial) channel. They may also comment on or repost information from the Brain Injury Matters official channel provided their comments comply with this Social Media Policy & Procedures.

Brain Injury Matters seeks to grow its social media base to engage with existing and potential members and stakeholders. At the same time, a professional balance must be struck which avoids placing BIM's reputation at risk.

Policy

All posts that relate to Brain Injury Matters must meet the content guidelines for use of social media. This includes:

- a) Posts on or connected with Brain Injury Matters social media accounts (**Professional Social Media Use**); and
- b) Posts on members, employees or volunteers own social media accounts (**Personal Social Media Use**).
- c) Posts on BIM Members Group social media accounts (eg. BIM Members Facebook Group)

Professional Social Media Use

The BIM **Committee of Management (COM)** may approve an individual to post on BIM's official social media accounts (**Approved Poster**). In determining who should be an Approved Poster, the COM may consider:

- a) The extent of control BIM has over the individual
- b) Whether the individual has the appropriate communication skills
- c) What understanding the individual has of the risks of social media use
- d) Current and former responsibilities and how the individual performed in those roles.

The COM must review the appropriateness of such approvals on an annual basis.

Distinct from BIM's official social media accounts is the BIM Members Facebook Group account (unofficial). BIM members are encouraged to use the BIM Members Facebook Group to post items which are likely to be of general interest to other BIM members. Anyone posting on the BIM Members Facebook Group page should consult the 'Content Guidelines' within this Social Media Policy to ensure that their posts comply. Content posted on the BIM Members Facebook Group page does not necessarily represent the opinions or values of Brain Injury Matters, however those using this channel are reminded that the content must still comply with BIM's Social Media Policy and be professional, appropriate and respectful at all times.

Personal Social Media Use

Subject to this policy, BIM members, employees and volunteers should seek approval from the COM before engaging in Personal and/or Professional Social Media Use about or connected with Brain Injury Matters, unless it is simply promoting or supporting BIM's activities.

BIM members, employees and volunteers that are not Approved Posters may engage in personal and/or professional social media use about or connected to Brain Injury Matters without prior approval from BIM, provided that the use complies with BIM's Social Media Policy and Procedures.

Content guidelines

Brain Injury Matters respects the right of members, employees and volunteers to participate in political, advocacy and community activities.

BIM members, employees and volunteers should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. Brain Injury Matters expects BIM members, employees and volunteers to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.

When engaging in **Professional Social Media Use** (eg. Commenting on Posts made by Brain Injury Matters) BIM expects that BIM members, employees and volunteers will:

- a) be professional and respectful
- b) promote the best interests of BIM
- c) not include misleading or deceptive statements or inferences
- d) refrain from using swearing or offensive language
- e) only include intellectual property (such as photos, videos and quotes) that BIM has permission to use or that do not require permission to use
- f) comply with BIM's Privacy Policy.

When engaging in **Personal and/or Professional Social Media Use**, BIM members, employees and volunteers must also ensure that they:

- a) don't use a Brain Injury Matters email address to register personal social media accounts.
- b) refrain from conduct that has the potential to damage BIM's reputation.
- c) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other BIM members, employees, volunteers, or stakeholders of Brain Injury Matters
- d) don't make comments that are, or could be perceived to:
 - i. be made on behalf of Brain Injury Matters, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedures
 - ii. compromise the individual's capacity to fulfil duties in an impartial and unbiased manner.
- e) are mindful that their behaviour is bound by BIM's Privacy Policy and Code of Conduct (eg. comments made on social media about a colleague, peer or group member).

- f) make clear that any views expressed in personal social media use are their own and not those of Brain Injury Matters (However, this will not necessarily protect them from breaching the Policy).

Responsibilities

The COM shall nominate a BIM employee or volunteer to co-ordinate BIM's social media management.

Only the authorised BIM employees or volunteers can post on behalf of BIM using BIM's official Social Media profiles. All such posting must be to promote or support the activities and mission of Brain Injury Matters and must only be done with the express knowledge and authorisation of BIM's Social Media Manager.

The Social Media Manager has responsibility for overseeing the organisation's Social Media Strategy. Their role includes:

- a) Determining which social media platforms are most appropriate for BIM to engage in, and policing those boundaries
- b) Ensuring that all posts are in keeping with BIM's mission, core values, and policies.
- c) Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content), and to minimise the risk of a repeat incident
- d) Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post
- e) Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.
- f) Developing a strategy for expanding our social media footprint over time
- g) Moderating and monitoring posts and comments on the BIM Members Facebook Group (unofficial) page.

Breaches

If a BIM member, employee or volunteer breaches this policy or associated procedures, they may be subjected to disciplinary action, up to and including the termination of their membership or employment.

Related Documents

- Social Media Procedure
- Privacy Policy
- Workplace Health and Safety Policy
- Confidentiality Policy
- Code of Conduct

Legislation & Industrial Instruments

- Copyright Act 1968 (Cth)
- Privacy Act 1988 (Cth)
- Defamation Act 2005 (VIC)
- Equal Opportunity Act 2010 (VIC)

Authorisation

Virginia Giddings
Executive Secretary
Brain Injury Matters
13/02/2024

SOCIAL MEDIA PROCEDURES

Procedure number	1008	Version	2
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Posting to social media

Before posting or commenting on social media in relation to Brain Injury Matters, BIM members, employees or volunteers should ask themselves the following questions:

- a) Is the information I am posting, or reposting, likely to be of interest to other Brain Injury Matters members and stakeholders?
- b) Does the post involve photographs and/or personal details that identify another person (such as name, location or any identifying information)? If so, has the person provided written consent? (if you are in doubt about this, please check with a BIM employee or group facilitator.)
- c) Is the information in keeping with the interests of Brain Injury Matters and its mission?
- d) Is it possible that your post or comment could be interpreted as an attack on another individual, organisation or project?
- e) Would Brain Injury Matters donors and financial supporters be happy to read the post?
- f) If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- g) If reposting information, is the original poster an individual or organisation that Brain Injury Matters would be happy to associate with?
- h) Is the tone and the content of the post in keeping with other posts made by Brain Injury Matters? Does it maintain the organisation's overall tone?

If BIM members are at all uncertain about the answers to any of these questions, they should not post it until they have discussed it with BIM employees, volunteers or Committee of Management.

A few moments spent checking can save the organisation and possibly the individual, some big problems in the future. If in doubt, leave it out.

Damage limitation

In the event of a damaging or misleading post being made, the Committee of Management should be notified as soon as possible, and the following actions should occur:

- a) The offending post should be removed.
- b) Where necessary, an apology should be issued either publicly or to the individual or organisation involved.
- c) The origin of the offending post should be explored, and steps taken to prevent a similar incident occurring in the future.

Moderating social media

The reputation of Brain injury Matters is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time, social media forums may be hijacked by trolls or spammers or attract people who attack other posters or the organisation aggressively. To maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- a) Excessive or inappropriate use of swearing
- b) Defamatory, slanderous, or aggressive attacks on Brain Injury Matters, other individuals, organisations, or public figures
- c) Breach of data protection or privacy laws (for example, no written consent obtained for people in a posted photograph)
- d) Repetitive advertisements
- e) Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible.
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlight Brain Injury Matters posting guidelines.

If a someone continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible.
- Ban or block that person, to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when it becomes clear that the person intends to continue posting inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to block, ban and remove posts ultimately lies with the Committee of Management, but may, at their discretion, be delegated to a responsible BIM employee or volunteer.

Authorisation

Virginia Giddings
Executive Secretary
Brain Injury Matters
13/02/2024