
Policy 09 - Social Media and Networking

Introduction

1. U3A Yarra Ranges recognises that access to technology allows greater opportunities to learn, engage and communicate. The organisation is committed to helping members develop current technology and communication skills.
2. All members are encouraged to contribute to social media accounts and use social networking such as Twitter and Facebook as a way to connect with others, share educational resources, create and curate educational content, and enhance the learning experience. There are however, some risks involved when using these tools: in the social media world, the lines are blurred between what is public or private, personal or professional.

Purpose

3. This Social Media and Networking policy aims to identify potential risks to U3A Yarra Ranges members and to document our approach for managing the use of social media and the processes that will be followed should any complaint be received.
4. The purpose of U3A Yarra Ranges social media presence is to provide up-to-date information for our members and compliment the U3A Yarra Ranges website.

Policy

5. This social media and networking policy has been created for members to follow when representing U3A Yarra Ranges in the virtual world.
6. Cyberbullying will not be tolerated. Harassing, denigrating, impersonating, outing, tricking, excluding, and cyberstalking are all examples of cyberbullying. Do not send emails or post comments with the intent of scaring, hurting, or intimidating someone else. Engaging in these behaviours, or any online activities intended to harm (physically or emotionally) another person, will result in disciplinary action. In some cases, cyberbullying can be a crime. Remember that your activities are monitored and retained by others.
7. It is expected that good judgment will be used in all situations.
8. The U3A Yarra Ranges Code of Conduct and Privacy Policy are to be followed at all times.
9. Regardless of members' individual privacy settings, it is to be assumed that all information shared on social networks is public information.
10. It is expected that others will be treated in a respectful, positive and considerate manner.

11. Responsibility and ethicality
 - Unless a member is specifically authorised to speak as a spokesperson on behalf of U3A Yarra Ranges, it should be stated that the views expressed in individual postings are the member's own.
 - Matters discussed on social media should be within your area of responsibility.
 - Be open about your affiliation with U3A Yarra Ranges and the role/position you hold.
12. One of the biggest benefits of social media is allowing others another way to speak, ask questions directly and share feedback.
 - Members should be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback.
 - It is important to listen and respond at least as much as 'talk'.
13. Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online conversations are never private. Personal birth dates, addresses and mobile phone numbers should not be published on any public website.
14. To ensure U3A Yarra Ranges members' safety, care is to be taken about the type and amount of personal information that is provided on social media. Personal schedules or situations should not be discussed.
 - NEVER give out or transmit personal information of employees, members or Committee members.
 - Do not take information you may receive through social networking (such as e-mail addresses, customer names or telephone numbers) and assume it is the most up-to date or correct.
 - Always respect the privacy of U3A Yarra Ranges members.
15. Respect brand, trademark, copyright information and/or U3A Yarra Ranges images.
 - It is generally not acceptable to post pictures of members without their written consent.
 - Do not post pictures of others without their permission.
 - Sharing images published on other U3A Member sites or in the media is acceptable with acknowledgement.
16. U3A Yarra Ranges will share information and articles from
 - the website
 - Messagestick; and
 - members' posts that are of interest to the broader community.
17. Advertising is restricted to U3A Yarra Ranges events or information only.
 - Advertising material from outside agencies or companies will not be shared unless approved by the U3A Yarra Ranges Committee.
18. Facebook and other social network Administrator/s are approved by the U3A Yarra Ranges committee.
 - The Administrator/s will maintain the page on a daily basis.
 - The Administrator/s will check for appropriateness of posts and post or remove as necessary.
 - Facebook will be updated at least once per week or more often if deemed necessary.
19. A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources however, blindly reposting a link without looking at the content first is to be avoided.
 - All relevant printed terms and conditions are to be followed when using Twitter, Facebook and other tools.

Procedures

20. Where a person believes they have been subjected to treatment or conduct that is in breach of this Social Media and Networking policy a complaint may be lodged with the U3A Yarra Ranges Secretary who will inform the President immediately.
21. Any queries about this Social Media policy should be referred to the U3A Yarra Ranges Secretary.
22. The Committee of Management of U3A Yarra Ranges will establish, implement, publicise and review this policy.

Responsibilities

23. U3A Yarra Ranges Committee of Management is responsible for
 - Developing, adopting, implementing and publishing this policy
 - Investigating complaints about the handling of social media
 - Monitoring and revising this policy as and when the need arises.
24. U3A Yarra Ranges Secretary is responsible for receiving enquiries about this policy; complaints about a potential breach of this policy, and for bringing a complaint before the Committee of Management for investigation and resolution.
25. Opinions expressed in unofficial U3A Yarra Ranges posts are not necessarily those of the committee and its members, and the accuracy of these posts cannot be guaranteed.

Authorisation

26. This Social Media policy was adopted by the Executive Committee of Management of U3A Yarra Ranges and minuted as such, on 24 June 2019.
27. This policy will be published by the Committee of Management of Yarra Ranges on its website within 4 weeks of the date of this authorisation.

Related Policies

- U3A Yarra Ranges Privacy Policy
- U3A Yarra Ranges Code of Conduct
- U3A Yarra Ranges Bullying Policy
- U3A Yarra Ranges Sexual Harassment Policy
- U3A Yarra Ranges Anti-Discrimination Policy