

## Social Media Policy – Two Page Summary

**Please Note:** *This is not a replacement document for the Young Life Australia Social Media Policy. It is your responsibility to ensure you have read and understood the entire policy. This documents purpose is to highlight key components of the policy.*

### The 11 components of Young Life Australia’s Social Media Policy.

Act sensibly and even more importantly, think before you tweet, text or post, because like snail mail, often when something is posted, you can’t undo it fast enough to prevent it reaching its audience, and social media messages and images can be copied and sent around endlessly.

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| <ol style="list-style-type: none"> <li>1. Do not attack or ridicule others.</li> <li>2. Respect other people’s privacy.</li> <li>3. Respect the organisation’s right to privacy</li> <li>4. When sharing your personal thoughts add a disclaimer.</li> <li>5. Act responsibly in your social networking.</li> <li>6. Obtain permission to use content</li> </ol> | <ol style="list-style-type: none"> <li>7. Limit the access rights of those you don’t know well.</li> <li>8. Stay neutral.</li> <li>9. Observe the ‘same gender’ rule.</li> <li>10. Ensure correct language and colours are used.</li> <li>11. Regularly check your social media channels</li> </ol> |
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### Do’s and Don’ts of Social Media

Do’s	Don’ts
<ul style="list-style-type: none"> <li>• If media contacts you, ensure you contact the National Office prior to talking with them.</li> <li>• Obtain written permission from parents / guardians prior to posting photos / videos / written content by a young person on the areas social media platform.</li> <li>• Gain verbal consent prior to sharing a post by another staff member or volunteer; or prior to posting a photo or video of another staff member or volunteer.</li> <li>• Use your discretion prior to adding young people on social media. You do not have to add any young person if you do not want to.</li> <li>• Observe the same gender rule. Do not add young people of the opposite gender to your “friends” list.</li> <li>• Promote your local area page(s) for young people to follow and connect with.</li> <li>• Restrict usage and communication to between 8.00am-9.30pm when communicating with young people</li> <li>• Add your area manager or local staff member into messages on social media platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Do not send personal or identifiable information through social media platforms.</li> <li>• Do not have disagreements in relation to Young Life Australia on social media platforms.</li> <li>• Do not post any picture of any young person you know through Young Life Australia on social media, unless written consent has been gained from their parent or guardian.</li> <li>• Do not post a picture of any young person who you know through Young Life Australia on your personal social media platform. You can “share” or “repost” a picture from your areas page or the National page if you like.</li> <li>• Do not add young people who you do not have a relationship with outside of the Young Life Australia context. Eg. Do not add a young person from another area, unless you have a reason to do so.</li> <li>• Do not add / follow / friend a young person on any social media platform unless you have your Area Manager added. This is a Young Life Australia requirement.</li> <li>• Do not message young people using self-destructing messaging; it is prohibited and noncompliance will result in disciplinary action.</li> </ul>

## **Non-compliance to the Social Media Policy has consequences.**

What you do outside your Young Life Australia hours is your own business, however, certain activities, including the inappropriate behaviours described above, can affect job performance – yours, or another employee, or the organisation. Thus, significant breaches of this social media policy occurring outside regular business hours may still be considered a breach of this policy.

If these guidelines are not followed by any employee or volunteer, there will be consequences. Failure to comply may result in disciplinary action, an official warning, and loss of social media privileges, instant dismissal, and/or civil or criminal legal action depending on the severity and/or frequency of the breach/s. Every employee and volunteer is expected to fully understand and sign and date their agreement to abide by this social media usage policy, as part of their ongoing role with Young Life Australia.