



SOCIAL MEDIA POLICY

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1. Introduction

- 1.1 This Social Media Policy outlines The Victorian Drama League's (The VDL's) expectations of Volunteers when using social media or making public comments online.
- 1.2 The VDL is committed to ensuring that social media engagement connected with The VDL is lawful, professional and respectful.

2. Purpose

- 2.1 Social media is an important tool that The VDL uses to publicise its operations to its Members and the Public.
- 2.2 The purpose of this policy is to encourage Volunteers to generate appropriate social media content in connection with The VDL.
- 2.3 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of the VDL and that posts made through its social media channels do not damage The VDL's reputation.

3. Scope

- 3.1 This policy applies to: all Volunteers of The VDL.
- 3.2 Social media includes, but is not limited to, engagement on:
 - a) Twitter
 - b) Facebook
 - c) Instagram
 - d) Pinterest
 - e) Google+
 - f) WordPress/Blogger
 - g) YouTube/Vimeo
 - h) iTunes/Podcasting
 - i) Snapchat
 - j) TikTok
 - k) Reddit
 - l) LinkedIn
 - m) Online chat forums/tools (e.g. WhatsApp, Messenger, WeChat, Viber)
 - n) and any other new forms of social media that may emerge from time to time

4. Values

- 4.1 The VDL's social media use shall be consistent with the following core values:
- a) **Integrity:** The VDL will not knowingly post incorrect, defamatory or misleading information about our own work or the work of other organisations or individuals. In addition, we will post in accordance with legal copyright requirements and the organisation's Privacy policies.
 - b) **Professionalism:** The VDL's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Volunteers may, from time to time and as appropriate/authorised, post on behalf of The VDL using our online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
 - c) **Information Sharing:** The VDL encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, legally able to be shared, and of interest to our Members.

5. Policy

- 5.1 All posts that relate to The VDL must meet content guidelines for use of social media. This includes:
- a) posts on or connected with The VDL's social media accounts (**Professional Social Media Use**); and
 - b) posts on Volunteers' own social media accounts (**Personal Social Media Use**).

5.2 **Professional Social Media Use**

The VDL Committee may approve an individual or individuals to post on the VDL's social media accounts (**Approved Poster**). In determining who should be an Approved Poster, The VDL Committee may consider:

- a) the extent of control The VDL 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

Only Approved Posters should have access to social media account passwords and logins.

The VDL Secretary must keep records of Approved Posters on behalf of the VDL Committee.

The VDL Committee may review the appropriateness of approvals on an annual basis.

5.3 **Personal Social Media Use**

Subject to this Policy, Volunteers should seek prior approval from The VDL Committee before engaging in Personal and/or Professional Social Media Use about or connected with The VDL, save for promoting or supporting The VDL's activities.

6. Content guidelines

- 6.1 The VDL respects the right of Volunteers to participate in political, advocacy and community activities.
- 6.2 Volunteers should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. The VDL expects Volunteers to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.
- 6.3 When engaging in Professional Social Media Use, The VDL expects that Volunteers will:
- a) be professional and respectful
 - b) promote the best interests of The VDL

- c) not include misleading or deceptive statements or inferences
 - d) refrain from inappropriate swearing
 - e) only include intellectual property (such as photos, videos and quotes) that The VDL has permission to use or that do not require permission to use
 - f) comply with The VDL's Privacy Policy.
- 6.4 When engaging in Personal and/or Professional Social Media Use, Volunteers must also ensure that they:
- a) don't use a VDL email address to register personal social media accounts
 - b) refrain from conduct that has the potential to damage The VDL's reputation
 - c) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other Volunteers, Members or stakeholders of The VDL
 - d) don't make comments that are, or could be perceived to:
 - i. be made on behalf of The VDL, rather than an expression of a personal view unless approved or consistent with the Social Media Policy
 - ii. compromise the Volunteer's capacity to fulfil duties in an impartial and unbiased manner
 - e) are mindful that their behaviour is bound by The VDL's Policies and Code of Conduct, even outside work hours (e.g. comments made on social media about a colleague)
 - f) make clear that any views expressed in Personal Social Media use are their own and not those of The VDL. (However, this will not necessarily protect them from breaching the Policy).

7. Responsibilities

- 7.1 The VDL Committee shall nominate who is able to post on behalf of The VDL.
- 7.2 The VDL Committee has responsibility for overseeing the organisation's Social Media Strategy. Their role includes:
- a) Determining which social media platforms are most appropriate for The VDL to engage in, and policing those boundaries
 - b) Ensuring that all posts are in keeping with The VDL'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.

8. Breaches

- 8.1 If a Volunteer breaches this Policy they may be subjected to disciplinary action, up to and including the termination of their Membership and Volunteer responsibilities.

9. Related Documents

- 9.1 Privacy Policy
- 9.2 Code of Conduct Policy