

Social media policy and procedures – Seymour Puckapunyal Community Radio Inc.

What is this policy and why do we need it?

This policy covers activity on Seymour Puckapunyal Community Radio Inc. / Seymour FM social media sites Facebook @seymourfm and Instagram @seymourfm103.9

The policy exists to ensure that our social media output is as good as it can be and is recognised as a great opportunity to communicate directly to individuals and supporters of our organisation. The policy exists to ensure that our social media does not do anyone any harm.

Who can post to social media?

Our social media sites are managed by our Sponsorship and Fundraising Coordinator with assistance from the Community coordinator.

How is this monitored?

The social media output of the station is monitored regularly by the Sponsorship & Fundraising Coordinator.

What are the responsibilities of people who have access to the organisation's social media tools?

Any person given access to Seymour FM accounts must demonstrate knowledge of social media platforms and how to use appropriately.

If you are posting to the station's social media feeds, you are representing the station – just as you are doing if you are on air.

What kinds of content are appropriate or inappropriate to share?

Our social media platforms are used to distribute information about our programs, sponsors, community events, fundraisers and opportunities which may benefit our followers.

Our social media platforms are used to increase communication to our followers and back-up on air resources in written form.

Our social media platforms are used to cultivate open, respectful and encouraging information to our followers.

It is inappropriate to bring the station into disrepute, or to damage another person's/ organisation's reputation. Similar principles apply to social media as do on air – so we will follow the Community Radio Broadcasting Codes of Practice.

Don't post messages, images etc which could potentially be perceived as bullying, defamatory, or offensive.

Use common sense: if you wouldn't be happy to say this to a crowded room of people, don't say it! (Or, even if you might say it in such circumstances, think about how what you're saying would be received.)

Posts, comments, etc on social media sites are public, and not always appropriate for private conversations or sharing personal details with your friends

If you are criticised online, try to respond with respect for the other person and understanding of their perspective. If you are unclear on what action to take, contact a nominated station representative.

What are the consequences for breaching this policy?

If a volunteer or member of staff is found to have breached this policy, s/he will be given a verbal warning. If a person is found to have breached the policy a second time, s/he will cease to have access to social media tools. If a breach of this policy is deemed sufficiently serious, the social media manager can decide to take further action in consultation with the Committee of Management.

This document is created with assistance from <http://www.communityradiotoolkit.net/social-media/developing-a-social-media-policy/>