



BRISBANE SENIORS ONLINE

SOCIAL MEDIA POLICY

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SOCIAL MEDIA POLICY

CONTEXT AND OVERVIEW

INTRODUCTION

Members of Brisbane Seniors OnLine (BSOL) may be able to access social media services and social networking websites at BSOL, either through BSOL's IT systems or via their own personal equipment.

This social media policy describes the rules governing use of social media at Brisbane Seniors OnLine.

It sets out how members must behave when using BSOL's social media accounts. It also explains the rules about using personal social media accounts at BSOL and describes what members may say about BSOL on their personal accounts.

This policy should be read alongside other key policies. BSOL's internet use policy is particularly relevant to members using social media.

WHY THIS POLICY EXISTS

Social media can bring significant benefits to Brisbane Seniors OnLine, particularly for building relationships with current and potential customers.

However, it's important that Members who use social media within BSOL do so in a way that enhances BSOL's prospects.

A misjudged status update can generate complaints or damage BSOL's reputation. There are also security and data protection issues to consider.

This policy explains how Members can use social media safely and effectively.

POLICY SCOPE

This policy applies to all members, contractors and volunteers at Brisbane Seniors OnLine who use social media while working — no matter whether for business or personal reasons.

It applies no matter whether that social media use takes place on BSOL's premises, while travelling or while working from home.

Social media sites and services include (but are not limited to):

- Popular social networks like **Twitter** and **Facebook**
- Online review websites like **Reevo** and **Trustpilot**
- Sharing and discussion sites like **Delicious** and **Reddit**
- Photographic social networks like **Flickr** and **Instagram**
- Question and answer social networks like **Quora** and **Yahoo Answers**

- Professional social networks like **LinkedIn** and **Sunzu**

RESPONSIBILITIES

Everyone who operates a BSOL social media account or who uses their personal social media accounts at BSOL has some responsibility for implementing this policy.

However, these people have key responsibilities:

- The Management Committee is ultimately responsible for ensuring that Brisbane Seniors OnLine uses social media safely, appropriately and in line with BSOL's objectives. With the Publicity Committee providing guidance on how to meet the objectives.
- The ICT Manager is responsible for providing apps and tools to manage BSOL's social media presence and track any key performance indicators. They are also responsible for proactively monitoring for social media security threats.

GENERAL SOCIAL MEDIA GUIDELINES

THE POWER OF SOCIAL MEDIA

Brisbane Seniors OnLine recognises that social media offers a platform for BSOL to perform marketing, stay connected with members and build its profile online.

BSOL also believes its members should be involved in conversations on social networks. Social media is an excellent way for Members to make useful connections, share ideas and shape discussions.

BSOL therefore encourages Members to use social media to support BSOL's goals and objectives.

BASIC ADVICE

Regardless of which social networks Members are using, or whether they're using business or personal accounts within BSOL network, following these simple rules helps avoid the most common pitfalls:

- **Know the social network.** Members should spend time becoming familiar with the social network before contributing. It's important to read any FAQs and understand what is and is not acceptable on a network before posting messages or updates.
- **If unsure, don't post it.** Members should err on the side of caution when posting to social networks. If a member feels an update or message might cause complaints or offence — or be otherwise unsuitable — they should not post it. Members can always consult the [social media manager] we need to define for advice.

- **Be thoughtful and polite.** Many social media users have got into trouble simply by failing to observe basic good manners online. Members should adopt the same level of courtesy used when communicating via email.
- **Look out for security threats.** Members should be on guard for social engineering and phishing attempts. Social networks are also used to distribute spam and malware. Further details below.
- **Keep personal use reasonable.** Although BSOL believes that having members who are active on social media can be valuable both to those members and to the business, members should exercise restraint in how much personal use of social media they make during BSOL office hours.
- **Don't make promises without checking.** Some social networks are very public, so Members should not make any commitments or promises on behalf of Brisbane Seniors OnLine without checking that BSOL can deliver on the commitment. Direct any enquiries to the [social media manager].
- **Handle complex queries via other channels.** Social networks are not a good place to resolve complicated enquiries and customer issues. Once a customer has made contact, Members should handle further communications via the most appropriate channel — usually email or telephone.
- **Don't escalate things.** It's easy to post a quick response to a contentious status update and then regret it. Members should always take the time to think before responding, and hold back if they are in any doubt at all.

USE OF COMPANY SOCIAL MEDIA ACCOUNTS

This part of the social media policy covers all use of social media accounts owned and run by BSOL.

AUTHORISED USERS

Only members who have been authorised to use BSOL's social networking accounts may do so.

Authorisation is usually provided by the [social media manager]. It is typically granted when social media-related tasks form a core part of a member's responsibilities.

Allowing only designated people to use the accounts ensures BSOL's social media presence is consistent and cohesive.

CREATING SOCIAL MEDIA ACCOUNTS

New social media accounts in BSOL's name must not be created unless approved by the Management Committee.

BSOL operates its social media presence in line with a strategy that focuses on the most appropriate social networks, given available resources.

If there is a case to be made for opening a new account, Members should raise this with the [social media manager].

PURPOSE OF COMPANY SOCIAL MEDIA ACCOUNTS

Brisbane Seniors OnLine's social media accounts may be used for many different purposes.

In general, Members should only post updates, messages or otherwise use these accounts when that use is clearly in line with BSOL's overall objectives.

For instance, Members may use company social media accounts to:

- Respond to **customer enquiries** and requests for help
- Share **blog posts, articles and other content** created by BSOL
- Share **insightful articles, videos, media and other content** relevant to the business, but created by others
- Provide fans or followers with **an insight into what goes on at BSOL**
- Promote **marketing campaigns** and special offers
- Support **new product launches** and other initiatives

Social media is a powerful tool that changes quickly. Members are encouraged to think of new ways to use it, and to put those ideas to the [social media manager].

INAPPROPRIATE CONTENT AND USES

Company social media accounts must not be used to share or spread inappropriate content, or to take part in any activities that could bring BSOL into disrepute.

When sharing an interesting blog post, article or piece of content, Members should always review the content thoroughly, and should not post a link based solely on a headline.

Further guidelines can be found below.

USE OF PERSONAL SOCIAL MEDIA ACCOUNTS AT BSOL

THE VALUE OF SOCIAL MEDIA

Brisbane Seniors OnLine recognises that Members' personal social media accounts can generate a number of benefits. For instance:

- Members can make **industry contacts** that may be useful in their roles
- Members can discover content to help them **learn and develop** in their role

- By posting about BSOL, members can help to **build the business's profile** online

As a result, BSOL is happy for Members to spend a reasonable amount of time using their personal social media accounts at BSOL.

PERSONAL SOCIAL MEDIA RULES

Acceptable use:

- Members may use their personal social media accounts for **BSOL-related purposes** during regular hours, but must ensure this is for a **specific reason** (e.g. competitor research). Social media should not affect the ability of Members to perform their regular duties.
- Use of social media accounts for non-BSOL purposes is **restricted to non-BSOL times**, such as breaks, low workload and during lunch.

Talking about BSOL:

- Members should ensure it is clear that their social media account **does not represent Brisbane Seniors OnLine's views** or opinions.
- members may wish to **include a disclaimer** in social media profiles: 'The views expressed are my own and do not reflect the views of my organisation.'

SAFE, RESPONSIBLE SOCIAL MEDIA USE

The rules in this section apply to:

- Any Members using company social media accounts
- Members using personal social media accounts at BSOL office

Users must not:

- Create or transmit material that might be **defamatory or incur liability** for BSOL.
- Post messages, status updates or links to material or **content that is inappropriate**.

Inappropriate content includes: pornography, racial or religious slurs, gender-specific comments, information encouraging criminal skills or terrorism, or materials relating to cults, gambling and illegal drugs.

This definition of inappropriate content or material also covers any text, images or other media that could reasonably offend someone on the basis of race, age, sex, religious or political beliefs, national origin, disability, sexual orientation, or any other characteristic protected by law.

- Use social media for any **illegal or criminal activities**.
- Send **offensive or harassing material** to others via social media.

- Broadcast **unsolicited views** on social, political, religious or other non-business related matters.
- Send or post messages or material that **could damage Brisbane Seniors OnLine's image or reputation.**
- Interact with Brisbane Seniors OnLine's competitors in any way which could be interpreted as being **offensive, disrespectful or rude.** (Communication with direct competitors should be kept to a minimum.)
- Discuss **colleagues, competitors, customers or suppliers** without their approval.
- Post, upload, forward or link to **spam, junk email or chain emails and messages.**

COPYRIGHT

Brisbane Seniors OnLine respects and operates within copyright laws. Users may not use social media to:

- Publish or share any **copyrighted software, media or materials owned by third parties**, unless permitted by that third party.

If members wish to **share content published on another website**, they are free to do so if that website has obvious sharing buttons or functions on it.

- Share links to **illegal copies** of music, films, games or other software.

SECURITY AND DATA PROTECTION

Members should be aware of the security and data protection issues that can arise from using social networks.

Maintain confidentiality

Members must not:

- Share or link to any content or information owned by BSOL that could be considered **confidential or commercially sensitive**.

This might include information about future strategy or marketing campaigns.

- Share or link to any content or information owned by another company or person that could be considered **confidential or commercially sensitive**.

For example, if a competitor's marketing strategy was leaked online, members of Brisbane Seniors OnLine should not mention it on social media.

- Share or link to data in any way that could breach BSOL's **data protection policy**.

Protect social accounts

- Company social media accounts should be **protected by strong passwords** that are changed regularly and shared only with authorised users.
- Wherever possible, Members should use **two-factor authentication** (often called mobile phone verification) to safeguard company accounts.
- members must not use a new piece of **software, app or service** with any of BSOL's social media accounts without receiving approval from the [social media manager].

Avoid social scams

- members' should watch for **phishing attempts**, where scammers may attempt to use deception to obtain information relating to either BSOL or its customers.

Members should never reveal sensitive details through social media channels. Members identities must always be verified in the usual way before any account information is shared or discussed.

- Members should **avoid clicking links** in posts, updates and direct messages that look suspicious. In particular, users should look out for URLs contained in generic or vague-sounding direct messages.

POLICY ENFORCEMENT

MONITORING SOCIAL MEDIA USE

BSOL IT and internet resources — including computers, smart phones and internet connections — are provided for legitimate business use.

BSOL therefore reserves the right to monitor how social networks are used and accessed through these resources.

Any such examinations or monitoring will only be carried out by authorised members.

Additionally, all data relating to social networks written, sent or received through BSOL's computer systems is part of official Brisbane Seniors OnLine records.

BSOL can be legally compelled to show that information to law enforcement agencies or other parties.

POTENTIAL SANCTIONS

Knowingly breaching this social media policy is a serious matter. Members who do so will be subject to disciplinary action, up to and including termination of membership.

Members, contractors and other users may also be held personally liable for violating this policy.

Where appropriate, BSOL will involve the police or other law enforcement agencies in relation to breaches of this policy.