

CHUNKY MOVE

SOCIAL MEDIA POLICY

Introduction

Social media such as Twitter, Facebook, Google+, YouTube, Instagram, LinkedIn and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

Chunky Move recognizes the importance of social media, the opportunities that are created by engaging with others in this way, the value of its potential for word of mouth promotion, and appreciates the role that our employees and artists play in this.

However, it is also an area in which rules and boundaries are constantly being tested. This policy is designed to maximise our social media reach while protecting our public reputation.

PURPOSE

Chunky Move seeks to encourage the sharing of information, images and links amongst its audience, staff and artists, and seeks to utilise the expertise of its employees and contractors in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that Chunky Move wishes to present to the public, and posts made through social media channels, the company's or an employee¹'s personal account, should not damage the organisation's reputation in any way.

POLICY

This Social Media policy applies to all people² who work for Chunky Move including staff, artists (whether employees or contractors) and other employees.

It doesn't apply to employees' personal use of social media platforms if the employee makes no reference to Chunky Move related matters and their posts are not illegal (potentially damaging Chunky Move's reputation through the employment relationship).

The term "social media" refers broadly to any online media which allows for user participation, interaction or publishing. If you are officially authorized to represent Chunky Move in social media, or if you choose to make reference to Chunky Move, its people, shows, activities or services in your personal use of social media, you are required to follow this policy.

Chunky Move's social media use shall be consistent with the following values:

- **Integrity:** Chunky Move will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.

¹ For this policy, 'employee' is used to cover all people who work for Chunky Move including artistic contractors.

² Staff = ongoing office employees; artists = dancers, teachers, creatives; (other) employees = all (other) PAYG people; contractors = people paid by ABN invoice or employed by external parties.

CHUNKY MOVE

- **Professionalism:** Chunky Move's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. The impression of posts should be of a singular organisation rather than a group of individuals.
- **Information Sharing:** Chunky Move encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its audience and artists
- **Legal:** Chunky Move's social media will not breach relevant laws such as defamation or discrimination.

Chunky Move should seek to grow its social media base and use this to engage with existing and potential audience, artists, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

PROCEDURES

Responsibility

The Marketing & Communications Manager/Coordinator has the delegated authority to co-ordinate Chunky Move's social media management.

Employees may, from time to time and where appropriate, post on behalf of Chunky Move using the organisation's online social media profiles. This is to be done only with the express knowledge and authorisation of the Marketing Manager/Coordinator.

Employees are encouraged to re-post Chunky Move approved posts through their own social media networks.

The Marketing & Communications Manager/Coordinator has ultimate responsibility for:

- Ensuring that all posts are in keeping with Chunky Move's core Social Media Policy.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- Report incidents immediately to the Executive team.
- 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.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

Delegation

Social media is often a 24/7 occupation. Therefore, responsibilities as outlined above may be delegated by the Marketing & Communications Manager/Coordinator to another employee.

PROCESSES

Posting to social media

Before social media posts are made, people should ask themselves the following questions:

CHUNKY MOVE

- Is the information I am posting, or reposting, likely to be of interest to Chunky Move's audience and stakeholders?
- Is the information adhering to correct crediting and social media etiquette.
- Is the information in keeping with the interests of the organisation and its constituted aims?
- Is the post polite and respectful?
- Could the post be construed as an attack on another individual, organisation or project?
- Would Chunky Move's Board and donors be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that Chunky Move would be happy to associate itself with?
- Is any of this material obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity – including Chunky Move, its employees, contractors, partners, competitors and/or other business related individuals or organisations?
- Are the tone and the content of the post in keeping with other posts made by Chunky Move? Does it maintain the organisation's overall tone?
- Is this material factually accurate, not confidential and complies with company policies?

A few moments spent checking can save the organisation big problems in the future.

Damage limitation

In the event of a damaging or misleading post being made, the Marketing & Communications Manager/Coordinator should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed or assessed for removal.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, the co-CEOs must be informed as soon as possible.

Moderating social media

The reputation of Chunky Move is first and foremost, and this involves maintaining a safe and friendly environment for its employees and artists.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant and professional environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Excessive or inappropriate use of swearing

CHUNKY MOVE

- Online abuse including defamatory, slanderous or aggressive attacks on Chunky Move, other individuals, organisations, projects or public figures
- Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license
- Breach of data protection or privacy laws
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting Chunky Move's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible
- Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to block, ban and remove posts ultimately lies with the Marketing & Communications Manager/Coordinator but may, at their discretion, be delegated to responsible staff and volunteers.

Policy Breach

Any breach of this policy through inappropriate social media posting will be managed through the Unsatisfactory Work procedure

RELATED DOCUMENTS

- Media Relations Policy
- Privacy Policy
- Copyright Policy
- Respect in the Workplace Code of Conduct
- Managing Unsatisfactory Work Performance Policy & Procedures