

Young Adelaide Voices

Social Networking and Social Media Policy

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Objective

1. Staff of Young Adelaide Voices (**YAV**) use social media to promote YAV, its concerts and fundraising activities to external audiences, to attract members and to foster a sense of community among choir members, families and supporters. Many staff, contractors, volunteers and choir members also use social media in a personal capacity and may make reference to their involvement in YAV when doing so.
2. This aim of this policy is to ensure that use of social media by the YAV community contributes positively to the aims of YAV, is consistent with the values of the organisation and does not cause harm (whether intended or not) to YAV or any of its members.

Scope and Application

3. This policy applies to all people involved with YAV (including employees, contractors, volunteers, children, parents, guardians and other individuals involved in the organisation – defined collectively herein as **the YAV Community**) who use social networking/media platforms in a work or personal capacity. It applies regardless of whether or not the use of social media occurs during normal working hours and whether a digital device supplied by YAV or a privately owned device is used.

About Social Networking and Social Media

4. **Social networking** refers to building online communities of people who wish to share interests and/or activities, or who are interested in exploring the interests and activities of others.
5. **Social media** refers to any form of online publications or presence that describes the software tools that allow people to create, share or consume content with each other online.
6. **Content** refers to information that may be shared using social media. This includes messages, blog posts, photographs, audio recordings, video clips and so on. Content is posted using a **digital device** such as a computer, tablet or mobile phone, which is connected (via the internet or a telephone network) to a **social media site (or tool)**.
7. **Social media tools** include, but are not limited to:
 - 7.1 social networking sites e.g. LinkedIn, Facebook, Snapchat;
 - 7.2 video and photo sharing websites e.g. Flickr, Instagram, YouTube;
 - 7.3 micro-blogging sites e.g. Twitter, Tumblr;
 - 7.4 weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
 - 7.5 forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups;
 - 7.6 online encyclopaedias such as Wikipedia; and
 - 7.7 any other websites that allow individual users or companies to use simple publishing tools.
8. Social media is different from conventional media in a number of ways. The nature of digital technology means that content posted on social media can be spread very quickly, and to much wider audiences than the person posting it might have intended or realised.
9. In addition, the fine print of many social media sites says that as a condition of using the site, people who post content on the site agree to forfeit ownership of any content they post on the site. This means that the original poster may no longer have any control of what happens to the content, and no legal right to require it to be removed or deleted, once posted. While some social media sites may remove content that is considered to be defamatory or obscene, this

is generally only done after a complaint has been lodged and an investigation made – by which time damage may already have been done and the content might already have been copied to other sites.

10. For these reasons, particular caution should be used when posting content to a social media site.

Policy Statement

Social Media Engagement in a Personal Capacity

11. When using social media in a personal context, members of the YAV Community must be mindful that:
 - 11.1 YAV policies (including Child Safe and Anti Bullying policies) are still applicable to any posts relating to YAV;
 - 11.2 social media posts in relation to YAV-related issues could damage the reputation of YAV;
 - 11.3 social media posts could cause or expose YAV to risk;
 - 11.4 the posting of photos or other material could damage a staff member's profile either within YAV or among business contacts;
 - 11.5 individuals are personally responsible for the content published on any form of social media; and
 - 11.6 any content published on social media may be publicly available and could potentially be viewed by anyone including YAV.
12. When using any social media tool, members of the YAV Community must:
 - 12.1 ensure that any information about YAV-related issues is factually correct;
 - 12.2 ensure that they do not do or say anything which could damage the reputation of YAV, its staff or contacts, including its competitors, or otherwise cause harm;
 - 12.3 be respectful of YAV, and all individuals and communities when interacting online;
 - 12.4 be polite and respectful of the opinions of others, even in times of heated discussion and debate;

- 12.5 be conscious of the privacy rights of all parties;
 - 12.6 adhere to this policy and seek to conform to the cultural and behavioural norms of the social media platform being used to the extent that they do not conflict with obligations to YAV or this policy;
 - 12.7 respect and comply with obligations under applicable laws, including laws relating to discrimination, defamation, workplace rights, copyright, privacy and financial disclosure and respect and comply with YAV policies including Work Health and Safety, bullying, harassment, intellectual property, computer use and IT.
 - 12.8 not post material that is offensive, obscene, defamatory, threatening, harassing, discriminatory, unlawful or hateful towards another person or entity, including YAV, its staff members, its contractors, its partners/suppliers, its competitors and/or other business related individuals or organisations.
13. If a member of the YAV Community is contacted by the media about any publication on a social media site that relates to YAV, that member must refer the media to the Artistic Director or the YAV Manager.

Social Media Engagement for YAV Purposes

14. In certain circumstances, staff members and choir leaders may be required by YAV to use social media as a marketing tool on behalf of YAV.
15. When doing so, and provided the staff member / choir leader is properly authorised by YAV to use social media and speak on its behalf:
- 15.1 the staff member / choir leader may identify themselves as speaking on behalf of YAV;
 - 15.2 the staff member / choir leader may only offer advice, support or comment on topics that fall within their area of responsibility within YAV. For other matters, staff members or choir leaders should alert the staff or Board member with the relevant responsibility.

Privacy and Social Media

16. Many social media sites provide ways to protect the privacy of content by ensuring that it is only visible to other people who are 'connected' in some way, on the social media site, to the person who posted it. Examples of a **connection** in social media include a "friend" on Facebook, a "follower" on Twitter, or a "connection" on LinkedIn. However this might not be the case by

default. Users of social media sites should take time to understand the privacy policies of the sites they use, and ensure that appropriate privacy settings are selected (where available).

17. It is still possible that content may be made available to other people who are not known to the person posting it (for example, a social media site might provide private content to a law enforcement agency when legally required to do so).
18. Particular care should be taken when “tagging” individuals in a post – whether or not this includes a photographic image or video clip which visually identifies an individual choir member. As per YAV’s Child Safe policy, YAV staff always take care to ensure that the identity of individual children cannot be linked to an image of the child in any public document (for example, in publicity photographs, on YAV’s website, or in concert programs). YAV staff are required to exercise similar caution in use of social media.
19. When another user has been “tagged” in a post, this may change who can see it, depending on the privacy settings of the person who has been “tagged” – not just the privacy settings of the person who posted it.

Monitoring

20. YAV reserves the right to:
 - 20.1 monitor the use of social media by its employees, contractors and volunteers during work hours and in accordance with YAV technology use policies;
 - 20.2 monitor comments or discussions about YAV, its employees, members, products and services, posted by its employees, contractors and volunteers;
 - 20.3 use content management tools to monitor, review or block content on sites that violate YAV ’s policies; and
 - 20.4 remove, or order the removal of, any content that does not adhere to the requirements of this policy. Removal of such content can be done without the permission of the author or advance notice.
21. Members of the YAV Community are encouraged to report any violations or possible violations of social media use in relation to this policy to the YAV Manager or Artistic Director.

Breach of Policy

22. Non-compliance with this policy by any member of the YAV Community may result in disciplinary action.
 - 22.1 In respect of employees, contractors and volunteers, the disciplinary action may involve a verbal or written warning or, in serious cases, termination of employment or engagement with YAV, including summary dismissal.
 - 22.2 In respect of choristers, the disciplinary action will be age appropriate, will involve communication with parents, may involve a verbal or written warning and, in serious cases, may include suspension or expulsion of the chorister from participation with YAV.
23. YAV may recover any costs incurred as a result of a breach of this policy.

Responsibilities

24. The Artistic Director and the Manager will monitor compliance with this policy.
25. This policy will be reviewed by the Board in accordance with any approved policy review timetable and in line with any changes to business practices, technological advancements, social media trends, or relevant legislation.

Related Documents

26. Child Safety Policy
27. General Operations Manual