

Policy:	Policy Manual No.	Authorised By:	Policy Section:	Effective:	Review Date:
Social Media (SM)	Communication & Media - SM	Governance	Communication & Media	27/06/2017 Motion 27/4/17	01/01/2023; Yearly

SOCIAL MEDIA (SM) POLICY

1 Purpose:

This document covers the use of Glenfield Community Centre (“GCC”, “the Centre”) social media accounts by GCC staff. It does not regulate social media use in a private capacity on an external social media account. All GCC social media accounts must be developed and operated in line with this policy.

2 Definitions:

Social media—a website or application that enables users to create and share content or to participate in social networking.

Centre social media accounts—officially sanctioned accounts include (but are not limited to) Facebook, YouTube, Twitter, Flickr, Vine, blogs, LinkedIn, wikis, and Google+. Includes social media accounts that represent the Centre or a service area.

3 Policy:

Approval to Set Up or Administer an Account

The set-up or administration of a GCC social media account requires approval from the GCC Manager.

Business Continuity Processes

For the purposes of business continuity, all Centre social media accounts must include the GCC Manager as an administrator. When a staff member who administers a GCC social media account resigns or indicates that they will be departing the Centre, the GCC Manager must be notified immediately. The GCC Manager will manage the appointment of a new administrator for the account, and will arrange for passwords to be changed, for relevant social media accounts.

Responsibilities

GCC social media account administrators are responsible for the day-to-day upkeep of their social media account/s. New content, moderation of posted content, and interaction with social media followers are expected to be carried out within normal business/working hours, unless otherwise agreed upon by the Centre GCC.

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Administrators are also responsible for ensuring that all content displayed on the social media account meets the legal considerations outlined below. Any content that does not meet these considerations should be removed immediately. If the administrator is unsure, the GCC Manager should be contacted with an outline of the concern.

Code/s of Conduct and Terms of Use

All GCC social media administrators must abide by the Staff Code of Conduct. Every GCC social media account should include a 'Terms of Use' statement, outlining acceptable behaviour and the consequences of not complying (refer to **Appendix 1: Glenfield Community Centre Social Media Terms of Use**, below).

If a social media follower continually posts defamatory or objectionable content, they should be referred to the 'Terms of Use' statement. If, following this, they continue to post content that is contrary to the 'Terms of Use', the GCC Manager can be approached for advice.

Links

Care should be taken to ensure that the content of a website or social media platform being linked to is not objectionable or defamatory. If GCC social media followers post links to objectionable or defamatory content, the links should be removed immediately by the administrator.

Images and Video

When posting images and/or videos to or from GCC social media accounts, care must be taken to ensure that the appropriate permissions to share the content have been obtained. Copyrighted material must not be posted without the appropriate permissions.

It is more common that consent will be needed to use/publish someone's image than not. When posting images or videos of one or two people, the featured persons must have filled out a Photo and Video Consent Form (available in Appendix 2 below). The completed form must be retained for as long as the image or video is available online. Images or videos of large groups of people taken at public events can normally be posted without the express permission of the subjects.

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Media Enquiries

If a Centre social media account is approached by the media, the account administrator must not respond and should refer the matter to the GCC Manager.

4 Audience:

All GCC Governance and Staff.

5 Legal compliance:

- Copyright Act 1992
- Defamation Act 1992
- Fair Trading Act 1986
- Official Information Act 1982
- Privacy Act 1993
- Public Records Act 2005

6 Related procedures / documents:

- Code of Conduct
- Electronic Mail and Internet Policy
- Media and Communications Policy

7 Document Management Control:

Prepared by:	GCC Manager
Authorised by:	Governance
Approved by:	Motion# 27/4/17
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Appendix A: Glenfield Community Centre Contributor Guidelines

Welcome to the Glenfield Community Centre [Facebook Page].

Glenfield Community Centre welcomes contributions to this official [Facebook Page]. [Fan] contributions to this [Page] are the opinion of the specific author and do not represent the Glenfield Community Centre. The Glenfield Community Centre abides by [Facebook's Statement of Rights and Responsibilities] and asks that [Fans] of this [Facebook Page] do the same.

We ask our contributors to be respectful of other [Fans] and of the Glenfield Community Centre when posting content onto this [Page]. In particular we ask that you do not post unauthorised commercial solicitations (SPAM), objectionable or inflammatory content; act in an unlawful, misleading, malicious or discriminatory manner and do not bully, intimidate or harass any other participants.

Glenfield Community Centre reserves the right to remove content provided by any [Fan] that is deemed inappropriate in the context of this [Page], violates the [Facebook Statement of Rights and Responsibilities], cannot be translated into English (by Google translate), provides incorrect information likely to confuse and mislead the intended audience, or violates any formal Glenfield Community Centre Policy.

If you have concerns about the behaviour of another user of this [Page] please report your concern to **manager@gcc.net.nz**, providing your name and contact telephone number. Any such report will be treated with respect and anonymity. The Glenfield Community Centre thanks you in advance for taking part in our online community and for considering these guidelines when contributing to our [Page].

PUBLIC TERMS OF USE:

While this is an open forum, it is also a family friendly one, so please keep your wall posts and comments clean. In addition to keeping it family friendly, we ask that you comply with the following guidelines:

Keep It Clean—we ask that everyone refrain from name-calling, use of profanity or obscenities in their comments. There is no need for it.

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Be Respectful—everyone deserves to be treated with respect. We will not tolerate harassment or any form of threats to our [Facebook ‘members’]. We all have different opinions for sure but we request that you find ways to respectfully disagree. If your behaviour is deemed scary or offensive to others, we will delete your [posts] and write you a warning as first offence. If a member carries on with the same behaviour, we reserve the right to ban or block you from our [Facebook Page].

Help Us Build a Self-monitoring Community—all of the Centre’s [Facebook Page] members and visitors are given a reasonable freedom of speech. If you encounter any post or comment that breaches our community guidelines and terms of use, please report to manager@glenfieldcommunitycentre.co.nz.

Proof your posts or comments before hitting the ‘ENTER’ or ‘POST’ button—it is important to recognise that when you write something and click on that ‘ENTER’ or ‘POST’ button, other people will read them. It is also important to recognise that for most of our [‘likers’] (especially those who are new to the [Page] or who only participate occasionally or who prefer to read rather than respond), it takes a lot for them to actually come out of their shell and respond to a status update or to another person’s comment. Take some time, consider your words carefully, and respond respectfully. By doing so, we will not scare other people away. When you write your comments in a thoughtful and respectful manner, it helps you to convey your point across better where people will actually consider them. If you have any questions, please do not hesitate to contact us on manager@glenfieldcommunitycentre.co.nz.

We reserve the right to ban members who violate these guidelines—thank you for your cooperation.

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Appendix 2: Photo and Video Consent Form

By signing this form, you give permission for the Glenfield Community Centre to use your (or your children's) photo and/or video for Centre purposes including marketing, such as in promotional material e.g. Centre publications, presentations, web pages, posters, editorial, television commercials, social media and other print and electronic formats, now and in the future.

Name:

Address:

.....

Phone:

Email:

I, (Name)

give permission for the Glenfield Community Centre to use my (or my children's) photo and/or video for marketing and promotional purposes in New Zealand and abroad, in printed form, on television and on the web, now and in the future.

Signed: _____ Date: _____

Please tick the box if you would like to be sent a copy of this form. ☐