

D.16 Social Media

1.0 INTRODUCTION

Mercy Services defines social media as “online services and tools used for publishing, sharing and discussing information. They can include forums, blogs, wikis, social networking websites, and any other websites that allow individual users to easily upload and share content”¹. Mercy Services maintains a social media presence to engage with a build a stronger awareness of, and support for, our work. Social media is used to promote services but not to sell products/services.

Mercy Services recognises the importance of the Internet in shaping public thinking about our organisation and our current and potential services. We also recognise the importance of our employees joining in and helping shape industry conversation and direction through interaction in social media. Mercy Services is committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media.

Social media such as Twitter, Facebook, Google+, YouTube 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. As with anything, we need to take some precautions when using social media tools connected with our organisation. The same resources that make social media attractive are also the same elements that can injure the perception of Mercy Services.

It is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with Mercy Services’ D - Financial Management and Administration Policy in order to maximise our social media reach while protecting our public reputation.

2.0 SCOPE

This policy clarifies roles and responsibilities of all Mercy Services staff regarding the use of Social Media which may include:

- Twitter
- Facebook
- Google+
- WordPress/Blogger
- YouTube/Vimeo/Pinterest
- iTunes/Podcasting
- Mercy Services website.

3.0 POLICY STATEMENT

¹ <http://www.humanservices.gov.au/corporate/site-information/social-media-policy>

Mercy Services values (Respect, Service, Justice, Care and Unity) should be demonstrated in Mercy Services online social media space and should guide Mercy Services participation in this area.

Additionally, Mercy Services social media use shall be consistent with the following core principles:

- **Integrity:** Mercy Services 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 policies regarding copyright and privacy.
- **Professionalism:** Mercy Services' social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of Mercy Services using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** Mercy Services encourages the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its members.

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

4.0 PROCEDURES

4.01 Responsibilities and Delegations:

- As the Governing body of Mercy Services, the Board of Directors is aware of its responsibilities for ensuring that information is shared in accordance with Mercy Services mission, values and policies. The Board delegates to the Chief Executive Officer (CEO) of Mercy Services the responsibility for developing and implementing this policy and ensuring that it complies with relevant legislative and funding body requirements, standards and other relevant Mercy Services organisational policies.
- The CEO works with Mercy Services Managers as part of the Management Team which has the overall responsibility for implementing this policy and ensuring that all staff members' comply with such.
- As part of their regular performance review and development process with staff reporting to them, each Manager and/or supervisor will assess and review staff members' compliance with this policy along with the mission and values of Mercy Services.

4.02 Communications Officer:

The CEO shall nominate a Communications Officer to coordinate Mercy Services' internet and social media management.

The Communications Officer will oversee expansion of social media.

The Communications Officer may delegate to certain staff and volunteers responsibility to post on behalf of Mercy Services using the organisation's online social media profiles.

The Communications Officer has ultimate responsibility for:

- Ensuring that all content and posts are in keeping with Mercy Services' core Social Media Policy.
- Ensuring that all content is accurate, regularly updated, current news/images added
- 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.
- 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 (maintaining the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence).

4.03 Mercy Services website

The Mercy Services website is the primary internet presence and all content should be accurate, regularly updated, with current news/images added.

The Communications Officer is to ensure the Mercy Services website is evaluated every year and changes made as required.

Usually every five years the Mercy Services website is to be redesigned to reinforce the image of currency and vitality.

4.04 Posting to social media

Before social media posts are made, volunteers and staff should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to Mercy Services' members and stakeholders?
- Is the information in keeping with the interests of the organisation and its constituted aims?
- Could the post be construed as an attack on another individual, organisation or project?
- Would Mercy Services' 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 Mercy Services would be happy to associate itself with?

- Are the tone and the content of the post in keeping with other posts made by Mercy Services? Does it maintain the organisation's overall tone?
- Am I not only talking about myself but also about the successes of my colleagues. Connect with them through social networks and spread their success stories.

If uncertain about whether the post is suitable the post should not be made.

4.05 Moderating social media posts by others

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 environment for everybody, these posts need to be moderated. Freedom of speech is to be encouraged, but action may be taken if posts contain one or more of the following:

- Excessive or inappropriate use of swearing
- Defamatory, slanderous or aggressive attacks on Mercy Services, 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.

Action may include:

- Removing the post as soon as possible (if possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting Mercy Services posting guidelines).
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- Ban or block the poster to prevent them from posting again (for repeat offenders).

4.06 Staff personal use of social media

Mercy Services staff using social media must ensure they:

- do not use their personal social media during work time;
- do not make negative comments about Mercy Services and its staff/volunteers/clients;
- do not disclose Mercy Services information that the organisation has not already released to the public; and
- do not post obscene, defamatory, threatening, harassing, discriminatory or hateful or misleading statements which could be interpreted as being on behalf of Mercy Services.

- do not use social media to express a work related grievance. Mercy Services has other mechanisms such a grievance policy for this purpose. You are encouraged to speak with your supervisor, a manager or the CEO who will endeavour to help you resolve this matter.

4.07 Staff breaches of this policy

If you breach the policy you may incur disciplinary action as per Mercy Services (F.06 Management of Poor Conduct/Performance Policy).

4.08 Compliance

Compliance with this policy will be assessed on:

- Communications officer to report monthly on Mercy Services Social Media activity

4.09 Evaluation

The performance indicator for the evaluation of this Policy is:

- A 5% annual increase of “Likes” of the Mercy Services Facebook page
- Mercy Services website having a score in excess of 65% on <https://marketing.grader.com/>

5.0 REFERENCES

1. Australian Standards	a) None identified
2. Legislation	a) Fair Work Act 2009 (Cth) b) Work Health Safety Act 2011 (NSW) c) Anti Discrimination Act 1977(NSW) d) Privacy Act 1988 (Cth)
3. Professional guidelines	a) Nil
4. Codes of Practice	a) None identified
5. Codes of Ethics	a) Australian Association of Social Workers Code of Ethics http://www.aasw.asn.au/document/item/1201 b) Australian Psychological Association Code of Ethics http://www.psychology.org.au/Assets/Files/Code_Ethics_2007.pdf c) The Nursing and Midwifery Board of Australia. Registration Requirements http://www.nursingmidwiferyboard.gov.au/Registration-Standards.aspx d) Integrity in the Service of the Church https://www.catholic.org.au/media-centre/media-releases/cat_view/10-organisations/38-national-committee-for-professional-standards e) Mercy Services Code of Conduct
6. Evidence	a) None identified
7. Mercy Services Values	a) Justice, Respect, Care, Unity, Service

6.0 OTHER RELATED POLICIES AND PROCEDURES

- A.01 Mission and Philosophy
- A.02 Code of Conduct Policy
- B.02 Delegations Policy
- C.01 Management Roles and Responsibilities
- C.06 Risk Management
- D.12 Anti-Fraud and Anti-Corruption
- E.01 Service Guarantee
- E.15 Privacy Policy
- E.16 Protection and Vulnerable Adults from Abuse and Neglect
- E.17 Protection of Children from Abuse and Neglect
- F.01 Employment Conditions
- F.03 Recruitment Policies
- F.05 Performance Review and Development
- F.06 Staff Grievances
- F.07 Employee Records
- G.07 Anti-Aggression, Harassment and Bullying
- G.12 Stress Management Policy
- G.13 Post Traumatic Incident Policy

7.0 RELATIONSHIP WITH STANDARDS

<i>Aged Care Accreditation Standards</i>	<i>Home Care Standards</i>	<i>NSW Disability Standards</i>	<i>EQIP Standards</i>
1.1, 1.2, 1.3, 1.4, 1.6, 2.1, 2.2, 2.3, 2.4, 3.1, 3.2, 3.3, 3.4, 3.5, 3.6, 3.8, 4.1, 4.2, 4.3, 4.4, 4.5,	2.1, 2.2, 2.3, 3.1, 3.2, 3.3, 3.4, 3.5	1.1, 1.2, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 2.1, 2.3, 2.5, 2.6, 3.1, 3.2, 3.4, 3.5, 4.1, 4.2, 4.3, 4.4, 4.5, 5.1, 6.1, 6.2, 6.3,	1.6.2, 1.6.3,

8.0 DOCUMENT CHANGES RECORD

<i>Dates of change</i>	<i>Section altered</i>	<i>Natures of changes made</i>
24/11/2015	All sections	Document created
Review due 24/11/2018		