



Big Brothers Big Sisters of Nelson-Tasman

Tuakana Teina

SOCIAL MEDIA POLICY

Application

This policy applies to all staff, Board members and participating volunteers involved with Big Brothers Big Sisters of Nelson-Tasman (BBBS).

Purpose

The purpose of this policy is to

- a. Provide guidance to staff, board and volunteers with respect to both personal and official use of social media, and
- b. Ensure that the use of social media by staff, board and volunteers is consistent with the organisation's strategic goals.

This policy is broad in nature to accommodate the fast changing landscape of social media.

Definitions

In this policy

- Social media means a dialogue allowing people to socially interact with one another online; some examples of social media sites and applications include Facebook, YouTube, Twitter, blogs and other sites that have content based on user participation and user-generated content

Principles

- BBBS supports the use of managed social media as a way of facilitating communication and dialogue between its various audiences e.g. staff, board and volunteers with the wider community and business sectors, and media.
- Staff, board and volunteers must always be alert to the fact that postings on social media sites can be immediate, public and permanent. Note: consequential actions to modify or delete content can aggravate and escalate situations.

Personal social media involvement

A staff member, board and/or volunteer using a social media site as a private individual:

- a. Must not post confidential or proprietary information about BBBS staff and board and volunteers.
- b. When posting about the organisation, this must be done in a professional manner and must always consider how the post may reflect on BBBS this is particularly relevant when the subject matter is controversial

- c. Must consider the privacy of staff, board and volunteers and must not post photos, videos, or details of internal conversations that may identify them without their permission
- d. Must not use the BBBS logo, branding or other identification on personal social media pages
- e. Must not use the name of BBBS logo or brand to promote a product, cause, political party, or national or local government candidate
- f. Must ensure that any information posted about BBBS is factually correct.

Big Brothers Big Sisters of Nelson-Tasman Social Media Presence

A staff member who wishes to establish an official BBBS social media presence must seek prior approval to do so from the BBBS Management.

Authority to approve the establishment of any BBBS social media presence rests with the BBBS Management as part of the approval. A staff member will be identified as having responsibility for maintaining the site.

Any staff member identified as having responsibility for a BBBS social media presence must ensure that the information posted on the site is:

- a. Up to date and includes appropriate links to the BBBS webpage
- b. Accurate and factually correct
- c. Professional in tone and style.

The BBBS Management has authority to moderate any BBBS content on any social media site and to delete any posts that, in his or her opinion, pose a reputational risk to the organisation.

Staff who wish to have any social media site content relevant to BBBS moderated may only do so in consultation with the BBBS Management.

Responsibility for monitoring compliance

The BBBS Management is responsible for monitoring compliance with this policy and reporting any breaches to the Board.

Breaches of this policy and may result in disciplinary action, warnings, suspension, termination of employment and/or civil or criminal prosecution.

Date Implemented	Next Review Date	Policy approved on	Signed
October 2017	October 2020		