# Social Media and Online Behaviour Policy

**Overview:**     This document includes the Queenslanders with Disability Network Ltd Social Media Policy as well as guidelines to support the application of the Social Media Policy.

## What is this policy about?

This policy contains Queenslanders with Disability Network's Guidelines for Online Interactions and Behavior, including social media. The guidelines inform staff, volunteers and members about using social media so they feel empowered to participate, while being mindful of QDN's goals, values and reputation.

Social media includes 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, such as Facebook, Twitter, YouTube, Wikipedia and many other sites.

## What are the principles relating to the use of social media?

Queenslanders with Disability Network recognises the value in using social media to build more meaningful relationships with members, people with disability, communities and other relevant stakeholders.

Staff, volunteers and members need to know their responsibilities under the QDN Code of Conduct and be mindful of these when using social media.

It's important to remember that everything that is on the internet can be shared and saved, once you've put it on the internet it is there for everyone to see in the future.

## Who is covered by this policy?

These guidelines cover everyone from Queenslanders with Disability Network including; members, staff, volunteers, and directors when talking about QDN online or using the QDN Website or social media.

## Guidelines for Online Interactions and Behavior

> **Everyone is welcomed and valued** - make comments and posts that don't offend or discriminate against people or groups.

**Everyone has an equal opportunity to be involved** – ensure everyone has a chance to be heard by being welcoming and inclusive and making sure there is room for everyone to participate.

**Speak with an authentic Voice** – talk about your story and experiences using your own knowledge. Don't share other people's information or stories without asking them if it's ok first.

**Be Collaborative** – QDN is about everyone working together to help one another. Ensure your communication contributes to building an inclusive network and culture based on shared experiences, shared values and collective wisdom.

**Be Respectful** – We value human difference and diversity and build mutual respect through our openness and fellowship.

## Official QDN Accounts

QDN manages all official social media and social networking accounts/pages. Specific staff and directors have responsibility for engaging with members and the public in an official capacity online.

If you use social media on behalf of QDN as part of your job please refer to the related guidelines.

## Personal use of social media

QDN members and staff should remember that content published on social media sites is publicly available— even on their personal accounts. As such, you should ensure:

- You are mindful that your behavior is still bound by QDN's Values and Code of Conduct – even outside work hours;

- You don't make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about your work or about another person or entity;

- Your comments are not or could not be perceived to be:

    o Made on behalf of QDN rather than an expression of a personal view;

    o Potentially embarrassing for QDN, members, the board or staff;

    o About QDN, its members, the board, staff or programs in a way which could have a negative impact on how the organization is viewed, a person's reputation or the ability of the organization to do its work;

    o So harsh or extreme in your criticism of QDN or any other organisation that it compromises your ability to work with or as part of QDN. This applies particularly where comment is made about policies and programs of QDN;

- o So strong in your criticism of QDN's administration that it could seriously disrupt the workplace;

- o Unreasonable criticism of QDN's members and other stakeholders;

- o Bad for public confidence in QDN.

**Questions to consider when making personal comments in social media**

When you think about making personal comments about QDN you should reflect on the following questions:

- Would comment of this kind be likely to lower the reputation of QDN?

- Would you be comfortable if your friends or people you work with read your comments?

- Is there a conflict of interest with the comment or post?  Could the post or comment be seen as a conflict of interest by someone else?

- If you are still not sure then contact QDN before you make a post or comment.

**Bringing issues to QDN's attention**

If you find information online that you think QDN should respond to inform a QDN staff member at qdn@qdn.org.au and they will arrange a response from a relevant subject matter expert.

Administrators are to note any breeches and bring them to the attention of the CEO.

Where the breech is on a QDN managed page, forum or group, administrators are to make a record of the breech by screen capture or similar then delete it.

Where a breech is on a personal page or in a public forum not administered by QDN, the breech is to be recorded by screen capture or similar then brought to the immediate attention of the CEO.

The individual is then to be contacted by the CEO or the CEO's delegate to remove or modify the content in accordance with this policy and the QDN Code of Conduct.

**Using social media tools at work**

QDN members and staff are encouraged to share ideas and information through blogs and social media run by QDN. Each of these work spaces has their own set of guidelines for behavior.

**Providing information in social media**

When providing information on behalf of QDN you should:

- Only share publicly available information, or other information that you are permitted to share;

- Avoid sharing any posts or information that promotes services or products from which you or an organization you work for could receive a financial gain or advantage;

- If you are sharing information that could present a conflict of interest proactively disclose any conflict of interest and act in an open transparent manner.

**Respecting online etiquette**

So that everyone can participate equally online you should:

- Be respectful of all people and communities you interact with;

- Be polite and respectful of others' opinions, even in times of heated discussion and debate;

- Ensure you don't post things that might upset people, like rude comments or things that someone could think are discriminate against them;

- Similarly to the guidelines regarding all QDN events and meetings, members and staff need to adhere to the QDN Values and Code of Conduct.

**Other considerations**

Please ensure you don't share personal information about yourself or anyone else.

**Facebook Disclaimer**

This page is a community for Queenslanders with Disability and supporters to come together, share discuss and contribute to posts.

We encourage robust but respectful discussion about posts, however QDN review all comments and will remove any that are inappropriate, offensive or contravene any of the following community guidelines:

- No links containing sexually explicit, racist or offensive content material;

- No profane, defamatory, offensive or violent language;

- No "trolling": comments that deliberately disrupt or hijack discussion will not be tolerated;

- Keep discussion on the broad topic of the post;

- Refrain from "flooding" the comments, or dominating the discussion by over-posting;

QDN reserve the right to delete comments or ban users for any reasonable decision deemed appropriate by CEO and Board of Directors.
You can visit the official website of Queenslanders with Disability
at www.qdn.org.au and get in contact with us at qdn@qdn.org.au.