



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 Behaviour, including social media, social media platforms and emails. The guidelines inform staff, volunteers, members about using social media so they feel empowered to participate while being mindful of their responsibilities when engaging in these activities to ensure they are used appropriately and contribute in a positive way to 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 platforms, and any other websites that allow individual users to easily upload and share content, such as Facebook, Twitter, Instagram, LinkedIn, 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. However, participation in social media is not without risk. It's important to remember that everything that is on the internet can be shared and saved. Once you've put something on the internet it is there for everyone to see. You do not have control over how it is used or shared.

Staff, volunteers and members must familiarise themselves with the QDN Members Code of Conduct and understand their responsibilities and ensure their behaviour and actions reflect these when using the internet, email and social media.

Who is covered by this policy?

Members, staff, volunteers and Directors are expected to align their behaviour and actions with the Policy when representing or talking about QDN online (including the use of emails) or using the QDN website or social media.

Guidelines for Online Interactions and Behaviour

- **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.

Personal use of social media

QDN members, Directors 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 behaviour 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 – be aware you are personally responsible for the content of your posts and if you break the law you are personally liable;
- Do not use any QDN name or brand to create unauthorised communication;
- Do not use or publish information gained from the course of your involvement with QDN (for example email contacts, organisational information);
- If you mention or discuss QDN in any unofficial capacity you must make sure it is understood these are your private opinions and they do not represent the views of QDN;
- Do not make posts or comments which are:
 - ⇒ On behalf of QDN unless you have permission from the Chairperson or CEO of QDN;
 - ⇒ Potentially embarrassing for QDN, members, the board or staff;

- ⇒ 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;
- ⇒ 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;
- ⇒ So strong in your criticism of QDN's administration that it could seriously disrupt the workplace;
- ⇒ Unreasonably critical of QDN's members and other stakeholders;
- ⇒ Bad for public confidence in QDN;
- Protect your personal privacy and that of others by not including personal information about yourself or others or any other information which could lead to the identification of others or be harmful to your personal well-being.

Questions to consider when making personal comments in social media

If 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 the CEO at ceo@qdn.org.au he/she will arrange a response from a relevant subject matter expert.

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

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

Where a breach is on a personal page or in a public forum not administered by QDN, the breach 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 behaviour.

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 – if in doubt check with QDN about what you can share and what you should keep confidential;
- 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.

Facebook Disclaimer

The QDN closed Facebook page is a community for Queenslanders with Disability to come together, share, discuss and contribute to posts.

We encourage robust but respectful discussion about posts, however QDN reviews 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 reserves the right to delete comments or ban users if the CEO and Board of Directors deem they are in breach of the Policy and its guidelines.

For further information, you can visit the official website of Queenslanders with Disability Network at www.qdn.org.au or email us at qdn@qdn.org.au.