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 and members about using social media so they feel empowered to participate while being mindful of their responsibilities when engaging in these activities. Adherence to these Guidelines ensures social medial platforms and emails 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, but not limited to 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 is important to remember that everything that is on the internet can be shared and saved. Once something has been put on the internet it is there for everyone to see. There is no control over how it is used or shared.

Staff, volunteers and members must familiarise themselves with the QDN Members Code of Conduct and QDN Staff Code of Conduct to 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 do not 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. Do not share other people's information or stories without asking if it is ok first.

- **Be Collaborative** – QDN is about everyone working together to help one another. Ensure that 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, please ensure:

- mindfulness that behaviour is still bound by QDN's Values and Code of Conduct – even outside work hours;

- Do not make comments that are obscene, defamatory, threatening, harassing, discriminatory or hateful to or about QDN's work or about another person or

entity – be aware QDN staff are personally responsible for the content of posts and if this breaks the law, the staff members is 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 QDN staff mention or discuss QDN in any unofficial capacity, ensure 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 personal privacy and that of others by not including personal information about individuals or others or any other information which could lead to the identification of others or be harmful tostaff personal well-being.

Questions to consider when making personal comments in social media

Staff, when making personal comments about QDN should reflect on the following questions:

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

- Would staff be comfortable if friends or colleagues 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 there is doubt , then contact QDN before making a post or comment.

Bringing issues to QDN's attention

If information is found online that QDN should respond to, inform the CEO at ceo@qdn.org.au and they 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 breech 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 workspaces 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 is permitted to be shared – 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 QDN staff or an organization could receive a financial gain or advantage;

- If 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.

QDN encourages 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.