

POLICY AND PROCEDURE

SOCIAL MEDIA

Purpose

This policy outlines the requirements for all persons representing Environmental Advocacy in Central Queensland (EnvA) when engaging in social media to ensure that our social media reach is managed appropriately and our reputation as a reputable conservation organisation is protected.

Background

The term social media refers to the use of information technology (generally websites and applications) to share ideas, thoughts and information to virtual networks and communities. Social media represents an important form of communication for not-for-profit organisations, allowing engagement with members and the wider public more easily than through traditional communication methods.

EnvA currently uses [Facebook](#) as its social media platform. The EnvA Facebook page provides an opportunity to:

- rapidly share environmentally relevant information,
- interact and network with the broader community,
- attract new members, and
- improve our understanding of current environmental attitudes and issues.

All content posted on social media sites immediately becomes public information, freely available and often difficult to erase, remove or retract. If managed properly, social media can be a powerful tool in reaching large numbers of people in a positive and engaging way.

Scope

This policy and procedure applies to EnvA Management Committee members, employees and volunteers who are representing, or could be perceived as representing, EnvA in social media as it relates to:

- creating and publishing posts,
- sharing posts to or from EnvA's social media sites, and
- responding to comments or questions from the virtual community.

Related policy and procedures

- EnvA's Constitution
- Code of Conduct

POLICY

General

Social media engagement must be in keeping with EnvA's values, the image that EnvA wishes to present to the public, and must not damage EnvA's reputation in any way.

Management committee members, staff and volunteers may post on EnvA social media platforms using their personal login name. Individuals can also be authorised to engage in social media as 'EnvA' (rather than as an individual). In either case, the individual contributing must take personal responsibility for the content and tone of all social media engagement and ensure that the content of any post or response is in line with this policy.

Contributors must be careful not to mix personal views with official comments.

Information provided to EnvA in confidence must not be published without the express permission of the owner of the information.

Contributors must exercise caution and avoid posting content that may impact on EnvA's ability to manage the ongoing communication on the subject. It is the responsibility of the person that has posted social media content to ensure that inappropriate comments are removed, or any required response is provided.

The Management Committee must be advised of any political or media interest in the content of any published social media.

Social media content

The content of all social media posts, whether they are on EnvA managed sites or third-party sites must be:

- truthful and reliable in relation to information presented,
- respectful of the different opinions and values of the audience,
- apolitical and impartial,
- consistent with endorsed EnvA policies, procedures, and position statements,
- contain social media appropriate references or credit for information and images used, and
- preferably contain an appropriate image to draw attention to the post and make the site visually appealing.

In principle, all posts should be relevant to EnvA's objectives. This requires that posts should be related to Central Queensland and focus on:

- proposals for coal and gas projects,
- impacts of operating fossil fuel projects,
- climate change impacts and actions, and/or
- celebrating and/or encouraging community support and involvement in EnvA's activities.

Where a post or media release is shared to the EnvA social media site, it must be accompanied with a short introduction linking the shared article to the content as outlined above.

Responsibilities

EnvA's Director will:

- provide and maintain access to EnvA's social media platforms for authorised persons,
- remove authorised social media access when any authority lapses or is cancelled,
- track and monitor discussions on all EnvA social media platforms,
- oversee the quality, accuracy and currency of content posted to social media sites, and
- provide regular contributions to EnvA's social media platforms.

Authorised individuals will:

- appropriately respond to environmental matters raised through discussions on EnvA social media platforms, and
- provide contributions to EnvA's social media platforms.

Management Committee members and staff will:

- be aware and comply with this Social Media policy and procedure,
- immediately advise the Director or authorised user of any concerns with content on EnvA's social media platforms so that it can be promptly addressed,
- share and promote relevant posts to other social media sites and platforms, and
- (optional) publish posts and make comment consistent with this policy and procedure.

PROCEDURE

Management of social media will be a part of the induction process for the Management Committee, staff and volunteers who will be required to read and agree to abide by it.

Authorisation of individuals

Any person that is within the scope of this policy and procedure that seeks to become an authorised EnvA social media contributor needs to advise the Secretary for consideration by the Management Committee.

The EnvA management committee may authorise an individual to engage in social media as 'EnvA' rather than as the individual's virtual profile identity. This authority can be revoked when the person is no longer within the scope of this policy or the authorisation is cancelled by a decision of the EnvA Management Committee.

Managing inappropriate posts or comments

From time-to-time, inappropriate posts or comments are made on a public social media site such as EnvA's Facebook page. The Director and authorised individuals have administrative control of the EnvA Facebook page and hence will be responsible for deciding on whether the post or comment should be deleted, as appropriately response provided, or turn off comments.

The following list provides guidance assist in determining the response action for content posted by external users.

Consider deleting comment:

- The content is, or may be perceived to be, offensive, discriminating or denigrating.
- The post or comment is made by a 'repeat offender' of argumentative comment who is obviously a climate change denier and often denigrates EnvA. The EnvA social media platforms are for the purposes of meeting our objectives and not providing a platform for extreme-viewed individuals. In extreme circumstances, the Management Committee should decide if the user should be blocked from the site.

Respond to the post or comment:

- Respond to all reasonable comments and questions as appropriate. Not all comments require a response but adding an emoticon to acknowledge that the comment has been read is recommended.
- If the post is borderline contrary to EnvA's objectives and/or this policy and procedure, provide a brief response to outline EnvA's position on the subject.
- If there is a one-on-one backward and forwarding in comments, consider taking the discussion offline unless there is broader educational value to continuing the conversation in public.

Turn of comments for a post:

- If it is attracting large volumes of inappropriate comments which can't be dealt with individually.

Policy review

Due to the fast-moving nature of social media and the constant development of new social media platforms, it is important that this policy be reviewed and updated on request of an EnvA member or staff.

Revision history

Version	Author/Reviewer	Details of amendments	Date approved by management committee
1.0	Coral Rowston	First draft of a proposed Social Media policy and procedure	17 January 2023

Endorsement



James York
President
Environmental Advocacy in Central Queensland

17 January 2023