



# **Social Media Policy & Guidelines**

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# Introduction

ASID is committed to professional, supportive and informative communication with its many stakeholders and the Australasian public who use social media.

For social media to fulfil its potential, conversations must be allowed to happen, within the bounds of this policy we encourage honest, curious and human conversations between our members and anyone else in our community of interest

These guidelines set out recommended practice for social media communication by ASID.

## Definition of Social Media

Social media is a set of internet-based tools used for sharing and discussing information. It refers to user-generated information, opinion and other content shared and discussed over open digital networks.

Social media may include, but is not limited to:

- social networking sites—Facebook, LinkedIn, Google+
- photo sharing, infographics and video websites—Flickr, Instagram, Pinterest, YouTube
- blogs, including corporate, government and industry blogs
- micro-blogging—Twitter (multiple accounts)
- forums, discussion boards and groups—Google groups, Whirlpool, Reddit, Digg
- wikis—Wikipedia
- vod and podcasting
- email and instant messaging

Social media also includes all other emerging electronic/digital communication applications.

## Official Use

ASID will make use of social media in the following ways:

- By contributing original content to its own social media platforms, discussion forums or other time-specific initiatives.
- By contributing content to social media platforms operated by external organisations.
- By sharing or re-tweeting content from online platforms operated by external organisations, including news outlets, other government or non-for-profit organisations.

# Principles of Engagement

ASID adopts the following principles when engaging with its stakeholders and the Australian public through social media.

These principles also encourage the community to enter into an open conversation with ASID

**Professional**—we will communicate with the utmost integrity, working to provide individuals with the appropriate information using a professional and humble tone.

**Relevant**—we will provide the latest, relevant information about ASID news from around the country and the globe.

**Authoritative**—if a statement posted by a social media user about ASID is incorrect, we will endeavour to direct them to the correct information.

**Responsive**—we will aim to respond to all online queries within 48 hours. Social media is a real-time platform, so questions should be addressed in a timely manner.

**Moderated**—all ASID social media accounts will be monitored during work hours, and outside of work hours when necessary. Comments posted by the public that do not comply with the ACMA social media guidelines will not be published or will be removed.

## Moderation and Comments

ASID welcomes constructive, respectful engagement and promotes open, "family friendly" forums. We moderate all our social media and feedback sites and request users please observe the following posting guidelines:

- Defamatory, offensive or unlawful posts on ASID social media channels will not be published or will be removed.
- Forms of solicitation or advertising will not be published or will be removed.
- Posts that contain a link to, or copy of, content that is subject to an online content complaint will be removed or not published in the interest of protecting others from inadvertently accessing material that may be prohibited.
- Comments should be on topic and relevant to ASID

Comments published on ASID's websites or our associated social media sites are the views of the commenter. Publication of the comments should not be taken as endorsement or agreement by ASID. Retweets (via Twitter) should also not be seen as endorsements or agreement by ASID

ASID makes no warranties or representations regarding the accuracy, reliability, validity and/or completeness of third-party information.

## Implementation, Monitoring and Review

ASID's Communications Committee is responsible for the implementation, monitoring and review of all social media channels and activities.

Each social media channel is monitored during working hours and outside working hours when necessary.

A social media plan is implemented for each social media platform where ASID is present.

Social media platforms are reviewed and modified continuously to keep them in line with the overall objectives and needs of ASID and the public.

## Public Information and Confidentiality

ASID will only provide information that is publicly available. This includes information on its website or in its annual report, or information that the Board has authorised for release.

All information provided will be factually correct.

ASID will not publish confidential information on social media sites where it is active.

## Copyright

Copyright and fair use of information will be adhered to.

The government has agreed for works covered by Crown copyright to be automatically licensed under the appropriate open attribution license. The actual license is an agency decision.

When using social media, it is acceptable to link to another person's work. In general, a short excerpt—typically no more than a paragraph—can be quoted. The author and publisher should be acknowledged.

If another person's intellectual property is not in the public arena and the ASID plans to post it, the author's permission will be obtained beforehand.

Only copyright-free images will be used in compliance with the rights holder's requirements.

# Guidelines for Posting Research Requests on Social Media

ASID occasionally receives research participation requests from organisations for research participants.

There are concerns that the research being carried out may not conform to appropriate levels of ethical scrutiny; personal data collected from online surveys is not held in a manner which is compliant with the Data Protection Act; ASID members may become over-burdened with requests to take part in research; and there are no processes in place to ensure consistency when managing research participation requests.

These guidelines are to be used in conjunction with the Social Media Policy when considering whether and how to distribute research requests to ASID members. The guidelines highlight best practice when using ASID social media tools for posting or forwarding links.

## ASID should only consider distribution of requests where

- a) The request is from a member of academic or research staff from an accredited institution or from a registered not for profit organisation.
- b) It is demonstrated that the piece of research has gained ethical approval from HREC.
- c) The focus of the research is primarily on people with an intellectual disability.
- d) The research body has ensured that the proposed recruitment strategy is respectful of the community being recruited and will not undermine public trust in ASID.
- e) The research body should not communicate with potential participants online in ways that threaten to reveal sensitive or embarrassing information.
- f) The research body should be fully transparent about the aims and details of a study when approaching potential participants.

## Process

- a) Requests that do not meet the above should be rejected by ASID.
- b) All requests made to ASID should be forwarded to the Chair of the Communications Committee who will ensure the request meets the stipulated criteria.
- c) The research link sent to possible participants should make it clear that
- d) The research is being carried out by an external institution
- e) ASID will not hold the data
- f) Any requests for further information or correspondence by interested participants will be directed to the organisation conducting the research.
- g) The social media recruitment strategy complies with applicable federal and state laws.

Decisions to forward requests must primarily be made on ethical grounds, but discretion should be taken where the Chair of the Communications Committee has concerns about the methodological rigour of the research.

Care should be taken when using ASID 'badged' social media accounts to forward, share or re-post research requests from outside organisations.

Individual members of ASID social media accounts cannot be subject to the same processes, but staff and volunteers should consider the impact on their own and ASID's reputation when forwarding requests to take part in unethical research.

## Guidelines for Posting Events on Social Media

These guidelines are to be used in conjunction with the Social Media Policy when considering whether and how to distribute events not organised by ASID, to ASID members. The guidelines highlight best practice when using ASID social media tools for posting or forwarding links.

### ASID should only promote and distribute events where:

- a) It is an ASID or co badged ASID event or
- b) The organisation running the event has strong ties with ASID
- c) It is demonstrated that the event promotes things about and for people with Intellectual disability. It may not exclusively focus on intellectual disability but it must include material highly relevant to people with intellectual disability.
- d) It is deemed there is no conflict of interest that would potentially raise ethical questions of supporting the promotion of the event

### Process

- e) If the event is not being conducted by ASID a disclaimer must be attached
- f) Any requests for further information or correspondence by interested participants will be directed to the organisation conducting the event.