

Social Media Policy and Procedure

Interchange Outer East (IOE) recognises the benefits of communicating via social media. While there are opportunities to communicate and engage with our community via social media, it comes with some risks. This policy aims to provide information to using social media responsibly by setting expectations and guidelines.

IOE uses a number of social media platforms to maintain an online presence. The main social media platforms currently used by IOE include Facebook, Instagram, Twitter and YouTube. Facebook is the most utilised form of social media and IOE currently maintain the following *official* pages and groups.

Interchange Outer East ñ Official Facebook Page

This is a public page accessible to all. It is used to communicate news, photos, updates and event information. This page is maintained by our marketing coordinator who is required to approve all posts and is responsible for the content.

In the event that comments/questions are posted on the official page it is the responsibility of the marketing coordinator to respond in a formal capacity on behalf of IOE. In the event other IOE staff are required to respond, as it is the most practical or timely way to share the information, the IOE staff member should identify themselves and their position within IOE at the beginning of their comment.

Support Workers of Interchange Outer East ñ Private Facebook group

This is a private group maintained and monitored by IOE recruitment coordinators and marketing coordinator.. This group is for IOE staff only. The purpose of the group is for staff to share information amongst each other. This may include community events, great places to visit, tips on things to do on shifts, etc. IOE may also utilise this as a platform to communicate information about working with IOE including but not limited to updates on important information and advertising of training opportunities, internal positions and vacant shifts.

While support workers and coordinators are encouraged to contribute and post to this group, it essential that they adhere to privacy obligations. This includes refraining from identifying participants through naming or tagging participants in posts, publishing photos and/or information that may identify an individual without clear, informed consent from the individual and/or family.

Advertising vacant shifts

While the use of social media to advertise vacant shifts is not encouraged, IOE acknowledges it can be an effective way to quickly get information to a large group of staff when needing to fill a vacancy where other methods have not been successful. When coordinators are utilising this group to advertise vacancies they must ensure the following;

- Details provided on Facebook should be generic and give only a general overview of what the shift entails. Participants are not to be identified.
- Coordinators should ensure their contact phone number and email address is available on the post for interested support workers to be able to contact them.
- Coordinators should engage directly with support workers once they express an interest via phone and send shift confirmations via email.

- Family coordinators should always consider the best match, not a *first in best dressed* approach.
- Once the vacant shift that is advertised is no longer required, the post should be removed by the author.

Other official IOE closed Facebook groups include;

- Interchange Outer East Volunteer Network
- Interchange Outer East Activity Leaders
- IOE Sites Info & Sharing

These groups are managed by the relevant IOE coordinators, as well as the marketing coordinator and only active volunteers/staff are granted access to the groups relevant to them. The groups provide a platform for volunteers, support workers, activity leaders and coordinators to share information and ideas, provide support, advertise vacancies and connect with each other.

Active participation is encouraged from all members; however the following must be adhered to:

- Read and follow the group guidelines at the top of the page;
- Do not use these groups to discuss personal information about any other person;
- Do not use these groups for program/administrative functions such as withdrawing from activities, updating availability, changing personal details, etc.; and
- Always communicate respectfully. Harassment, bullying or negative behaviour will not be tolerated.

If a new closed group is required it should be discussed and created with the support of IOE marketing coordinator. Group administrator responsibilities include:

- Maintaining group members, removal of members that no longer worker/volunteer with IOE;
- Ensuring the content is in line with IOE policies and removing posts that do not adhere to IOE policies;
- Consult with marketing coordinator prior to creating IOE private groups; and
- Deleting the group when it is no longer active or required.

Unofficial closed social media groups

There are a number of social media groups that exist to support communication for holiday groups, individual care/support teams, etc. It should be encouraged that families are included and encouraged to be administrators of these groups. All IOE staff are required to maintain a professional presence but it should be noted that IOE are not able to monitor the content or be responsible for any unofficial IOE groups/pages. In the event that IOE staff are required to be an administrator of the social media group they should ensure the following:

- Member lists are updated to ensure only the relevant, current support networks are able to access content;
- Content is monitored adhering to IOE policies and in line with IOE values; and
- Clearly outlining the purpose and rules for the group/page.

Identifying as an IOE employee or volunteer on social media platforms

Should you choose to create an online account that identifies you as an employee or volunteer of IOE you are expected to adhere to the following standards:

- Understand and follow the relevant IOE policies; communication, privacy, bullying, child safety as well as the responsibilities identified in your registration or employment agreement.

- Do not publish personal details and/or photographs of IOE participants, employees, volunteers or affiliates without expressed and informed consent.
- Respect and maintain the confidentiality that has been entrusted to you. Do not divulge or discuss proprietary information, internal documents, personal details or other confidential material.
- Be a positive advocate for IOE. Retain the professional relationships with IOE families, participants and volunteers and represent IOE professionally and according to IOE's values
- Respect the privacy and the feelings of others. Remember that if you break the law online (for example by posting something defamatory or infringing upon privacy or copyright laws), you will be personally responsible.

Child safety and sensitive information

All staff and volunteers are to refrain from exchanging contact details and contacting children and young people online or via social media unless it is specifically required within their role. If there is a requirement for online contact to occur, any contact should be professional and limited to what is reasonable and necessary in order to exchange information about IOE programs and services. Anyone having ongoing contact with a minor or vulnerable person should be transparent and ensure their team leader is aware of the contact and purpose. This includes vulnerable participants and siblings and volunteers under the age of 18.

Refer to IOE Child Safety Policy for further information about working with children and young people.

Response to death

When a person associated with IOE passes away, refer to the IOE Response to Death Policy before engaging in any communications on social media in relation to the death. This policy can be found in the policy manual or by clicking on this link:

[P:\GENERAL\POLICY MANUAL\Individual Policies\Workforce - 4\Response to Death Procedure 2015.pdf](#)