



Social Media Policy and Guidelines

Whiddon

Document Control

Title	Social Media Policy and Guidelines
Version	V 1.50
Effective Date	2/12/24
Review Date	December 2026
Initiating service area	Marketing and Communications
Release Authority	General Manager Marketing and Communications

Document Review

Date	Description of review	Initiated by	Version
2.12.24	Time based review .Pertains to Res care and NDIS consumers and their representatives	GMCR&C	1.50

Table of Contents

Document Control 2

Document Review 2

Social Media Policy..... 3

 Introduction 3

 Application of Policy 3

Policy Statement 3

 Complaints and issues on Whiddon social media channels 3

 Related policies/documentation..... 4

Social Media Guidelines – Responsible use of social media for Whiddon employees 4

 Your obligations when using social media – for all Whiddon employees 4

General use of social media as a Whiddon employee 4

Social Media Guidelines – Responsible use of social media for authorised Whiddon social media authors/publishers 6

Your obligations when using social media as an authorised author/publisher 6

Social Media Policy

Introduction

The use of social media is expanding rapidly. Whiddon has embraced social media as a communication tool to effectively connect and share with employees, clients and residents, families, the media and wider community.

The purpose of this policy is to outline the responsibilities and obligations of Whiddon employees and representatives when using social media and interacting with Whiddon's social media pages.

Application of Policy

This policy applies to all Whiddon employees, contractors, volunteers and persons performing work at the direction of, or on behalf of Whiddon, and pertains to consumers in Residential Care and Community Care funded by the Department of Health and Aged Care and the National Disability Insurance Scheme (NDIS) and their representatives

Definition

Social media is defined as any online tool used for communication, sharing of opinions, promotion and conversation. This includes blogs, microblogs (such as Twitter), social networking sites (such as Facebook or LinkedIn), applications and content-sharing websites, discussion forums, message boards and video or audio clips (such as YouTube).

The term 'post' refers to any shared or created content put on social media (including reviews and comments).

Policy Statement

Social media increases our audiences' access to Whiddon and provides opportunities to achieve real value by further engagement with them. This policy is not to limit free speech; however, it should be recognised that personal use of social media may directly or indirectly cause damage to Whiddon when the user can be identified as a Whiddon employee or representative.

Complaints and issues on Whiddon social media channels

Whiddon's social media pages are monitored during business hours and regularly over weekends and public holidays. Inappropriate, offensive or discriminatory content on Whiddon's social media channels, or any other channels that reference Whiddon in this way, can be reported to media@whiddon.com.au

In respect of free speech and transparency, Whiddon does not delete posts that are complaints as such, except for when they are offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, cause potential harm or breach of privacy, or are unlawful.

Related policies/documentation

This policy should be read in conjunction with:

- Code of Conduct
- Whiddon Media Policy
- Whiddon Privacy Policy

Social Media Guidelines – Responsible use of social media for Whiddon employees

Do

- Treat other people and organisations with respect at all times in your interactions, comments and posts
- Consider what you're saying and writing before you post it
- Remember that what you share on social media could be used against you – the internet has a long memory.

Don't

- Make any comments, or post any material, that might be offensive and otherwise cause damage to your own reputation or Whiddon's reputation
- Don't post content that is racist, defamatory, culturally offensive or illegal
- Immediately jump in to make a response – take time to interpret the context of the situation first and consider that everyone has their own view - a different view is not necessarily wrong
- Publish personal opinions on Whiddon's social media channels – while we value your feedback, our aim is to create and maintain a positive social community
- Use social media in a way that is time wasting or that interferes with your duties as a Whiddon employee – using social media at work is something that you should be doing in your breaks only
- Provide advice (legal, financial or otherwise) to residents, clients and families on social media

Your obligations when using social media – for all Whiddon employees

General use of social media as a Whiddon employee

- Only authorised employees (such as members of the Communications and Marketing Team) can formally respond to the public on Whiddon's behalf on all of

Whiddon's social media channels

- Whiddon's policies and codes of conduct, for example our Employee Code of Conduct, apply to all online activities at all times
- No comment should be made, or material posted, regarding any confidential, private or legal matters
- Employees must not use photos of other employees (without expressed consent), clients, residents or Whiddon property on their personal social media pages
- Employees must not share any information on clients, residents, volunteers or employees without proper authority to do so.
- Do not use a work email address to set up any social media accounts on behalf of Whiddon unless you are authorised to do so
- Employees should not create social media pages, accounts or posts on behalf of Whiddon without authorisation to do so
- Employees and representatives should behave with respect and courtesy, and in a way that upholds the integrity and reputation of Whiddon
- While we understand that you may have feedback regarding matters raised on a Whiddon social media page, we ask that, as a Whiddon employee and ambassador for our brand, you direct your feedback through appropriate channels such as your manager and not use social media to make any adverse comments about Whiddon or its services
- Employees and representatives should be aware that information distributed on social media may end up in the public domain, and remain there, irrespective of the intent at the time of posting it. Social media is incredibly connected, and it is not difficult for someone to find out their place of work
- Whiddon understands that its employees and representatives can generally make public comments in a personal capacity as long as the comment is lawful, a reasonable person couldn't perceive it to be made on behalf of Whiddon or affects their ability to fulfil their duties in an impartial manner
- Employees and representatives should be aware that if they like, share or comment on a post, your comment could be seen as agreeing with the original post, even if this is not your intention
- Employees and representatives should be mindful that others may view material posted online out of context or use it for an unintended purpose
- Social media interactions, including private social media messaging between other employees, residents or clients, may be used as evidence for investigation and disciplinary purposes

Social Media Guidelines – Responsible use of social media for authorised Whiddon social media authors/publishers

Do

- Treat other people and organisations with respect at all times in your interactions, comments and posts
- When posting on social media on behalf of Whiddon, stay on topic and be respectful, courteous, accurate and transparent at all times
- Only disclose and discuss information that is publicly available – protect confidential information and the privacy of others
- Ensure content published is accurate, not misleading and complies with Whiddon policies
- Respond to enquiries and comments that need responding to in a timely and accurate manner
- Reference our brand tone of voice and messaging here – the importance of using this consistently, correctly and accurately
- Images – using appropriate images
- Using Sprout and our approved authorisation workflow

Don't

- Make any comments or post any material that might be offensive and otherwise cause damage to your own reputation or Whiddon's reputation
- Don't post content that is racist, defamatory, culturally offensive or illegal
- Post any photos or images that you do not have permission to use
- Provide legal or financial advice to residents, clients and families on social media
- Post copyrighted or trademarked material without permission
- Delete posts that may contain constructive criticism – we may hide these if they breach Facebook's own community guidelines or contain offensive language or content.

Your obligations when using social media as an authorised author/publisher

- Employees trusted as administrators of social media must conduct themselves properly and be accurate, transparent, respectful and professional on social media at all times, including to those who express criticism

- Any images or information on a resident, client, family member, team member or Whiddon representative that is used on Whiddon's social media channels must have consent to be published from the individual or their representative
- All posts to social media, wherever possible, are to be made through the social media management platform used by Whiddon and follow an approval workflow process
- A minimum of four-five posts per week as a team should be made across each of our social media platforms
- In the event of a complaint or negative comment about Whiddon, it is important to address the comment as soon as possible, or at least with a holding statement indicating that their complaint/comment is taken seriously, and a response will be provided in a timely manner
- Whiddon endeavours to respond to queries posted on Whiddon generated social media in a timely manner. A response should be posted within the same business day or next business day if the query or comment was posted on the weekend or public holidays
- All content, language and writing style must be appropriate, accurate and comply with Whiddon's brand principles and values
- Be cautious in protecting the privacy of residents, clients, families and representatives of Whiddon when responding to enquiries or comments
- Do not commit Whiddon to actions or undertakings without the express authority to do so, or disclose any information that is considered to be confidential, non-public in nature or outside your expertise
- Acknowledge and correct any errors or misleading information as soon as possible
- You are expected to maintain the same high standards of professional conduct and behaviour online as would be expected elsewhere.
- Regular monitoring of Whiddon's social media channels for offensive or inappropriate material or requests for enquiries should take place by Marketing and Communications team members. Any