Australian Seabird & Turtle Rescue Inc

Policies and Procedures

Social Media and Communication Policy

www.seabirdrescue.org.au

This policy applies to staff of Australian Seabird & Turtle Rescue Inc. and volunteers.

Summary:

This policy contains the guidelines for members and staff on any interaction with the media. This ensures a consistent standard of communication for the organisation.

AUSTRALIAN SEABIRD & TURTLE RESCUE INC

Social Media Policy

Title: Social Media and Communication Policy	
Replacing existing policy plan or procedure	No
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Related Legislation or other Documents:	
Author: Anna Dicker	
Applicable to: Australian Seabird & Turtle Rescue staff and volunteers, in all branches	
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Index Page

1 Title 4

2 Background 4

3 Purpose 4

4 Policy

4.1 Official Media Sites 4

4.1.1 Social Media Postings -Code of Conduct 4

4.1.2 Official ASTR website 5

4.2 Interviews 5

4.3 Filming 5

4.4 Copyright laws 6

1 **Title:** Social Media and Communication Policy

2 Background:

Australian Seabird & Turtle Rescue inc. recognizes that employees and volunteers engage in communication while on and off duty as appropriate for performance of their duties and/or for the advance of our mission statement. This policy applies to social media content – written, verbal and images - on the ASTR social media sites, personal postings as well as interviews and documentaries.

It must be noted that posts made on the internet never go away and can have an adverse effect on the reputation or operation of the organisation.

The scope and expansion of electronic media and communication is very rapid and changing. In the world of instant information and reality documentaries there is intense interest from the general public in the operation of ASTR which needs to be managed in a systematic way.

3 Purpose:

The purpose of this policy is to clearly outline the management and appropriate use of electronic communication, including personal use of social media relating to Australian Seabird & Turtle Rescue. These guidelines are intended to enhance and protect the reputation of Australian Seabird & Turtle Rescue, its staff and volunteers and its collaborative partners.

4 Policy

4.1. Australian Seabird & Turtle Rescue official media sites

- Content posted on the official ASTR sites are to be made only by the General Manager or delegated representative.

- ASTR and individuals can be held liable for any defamatory comments made on social media postings either by those posting or those commenting.

- Each official social media site will have 2 administrators, one of whom will be the General Manager or the Assistant General Manager. It is the responsibility of those administrators to ensure that posts and comments are in accordance with the social media policy.

- Comments can be made by any members on the posts bearing in mind the principles of the media code of conduct.

4.1.1 Social Media postings – code of conduct

- Members must not express opinions contrary to our policies and in ways that could bring ASTR into disrepute and/or damage relationships between members and /or with other

organisations. This is not only on the official ASTR sites but on personal sites as well when referring to ASTR activities or displaying any material that could identify ASTR.

- Any posting will include the name of the person who posted it except the official sites where posting can only be made by designated administrators.

- Make sure you are honest about who you are.

- Make it clear that any opinions you post are your own.

- Ensure respect and humility in all communications, avoiding derogatory or defamatory statements.

- Administrators and members may only share public information. Any organisational information -including financial information and announcements must be approved by the ASTR committee.

- Be aware that what is said or posted is permanent.

4.1.2 Official ASTR website

- The official website is to be maintained by a nominated webmaster.

- Content on the website is to be developed by the General Manager, or a designated person in consultation with the ASTR Committee.

4.2 Interviews- written, verbal or by video

Speaking to the media is an important role and is a special skill. There needs to be a cohesive approach to media requests.

- As with social media the organisation (committee) remains responsible for any adversarial content of media interviews.

- Requests for media interviews or media releases must be sent to the General Manager or delegated representatives with whom consultation will occur.

- The General Manager will consider each request and decide the response, ensuring that the request will advance the cause of ASTR.

- The ASTR Committee is to be consulted if the matter is likely to be controversial.

- ASTR will not criticise another organisation or individual via the media.

- The General Manager is the default representative for interviews but may delegate the task when it is area specific and/or in the best interests of ASTR.

- The General Manager will request to view the final version before it is released for public viewing.

4.3 Filming

ASTR receives many requests to film activities or for educational purposes.

- As with social media the organisation (committee) remains responsible for any adversarial content of media interviews.

- All film requests will be received and considered by the General Manager, in consultation with the Executive Committee if required.

- Branch coordinators must consult with the General Manager when a request is received by the Central Coast or South Coast branches.

- The General Manager can delegate representatives to speak on film if he/she is satisfied that they have the necessary training and knowledge to represent the organisation.

- Any ASTR members and/or members of the general public must give consent to be filmed. No children can be filmed on ASTR premises without the written consent of the parents.

- During filming the sensitive nature of animal rehabilitation must be considered, avoiding showing any footage of birds or marine reptiles that are dead or dying.

4.4. Copyright Laws

- It is critical that respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including ASTR's own copyrights and brands be observed. Quotations should never contain more than short excerpts of someone else's work and must always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce.