SOCIAL MEDIA POLICY

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PURPOSE
The Australian ACMHN of Mental Health Nurses’ (ACMHN) Social Media Policy provides a framework in which to use applications within the social media umbrella. Due to the emerging nature of social media platforms these guidelines do not attempt to name every current and emerging platform. Rather, they apply to those cited and any other online platform available and emerging, including social networking sites and sites with user-generated content. Examples include but are not limited to YouTube, Facebook, iTunes, LinkedIn, Twitter, Blogs and Social media content that is hosted internally.

Use of social media websites by employees is governed by the ACMHN’s Code of Conduct. Employees are accountable for their actions and what they write and post on social media sites. All employees are expected to maintain the same high standards of conduct and behaviour online as would be expected elsewhere. This includes:

- upholding ACMHN’s values and the integrity and good reputation of the organisation
- being apolitical, impartial and professional
- behaving with respect and proper courtesy, and without harassment
- dealing appropriately with information, and don’t disclose any confidential, proprietary or sensitive information.
- taking reasonable steps to avoid conflicts of interest
- making proper use of ACMHN’s resources

USE OF SOCIAL MEDIA SITES
Social media can be used by the ACMHN to:

- interact with members
- seek input from members and stakeholders
- advertise Conferences, publications and events
- improve the service provided to members and
- provide real-time updates on ACMHN happenings and news.

Social media should not be used as a substitute for the website and it should complement other forms of communication the ACMHN has at hand.

PROCEDURE

- Ensure the ACMHN’s Code of Conduct and Business principles are understood and adhered to at all times.

- Never disclose sensitive or private company information, or personal information about members or ACMHN staff.

- Ensure your posts do not infringe relevant copyright rules and avoid plagiarism.
• Always post ACMHN content from the ACMHN’s accounts. Do not post content on behalf of the ACMHN from personal or private accounts.

• Never publish content that may bring the ACMHN into disrepute.

• Be professional, honest, truthful and use judgement.

• Should a mistake be made or inaccuracy published, immediately accept and correct. If appropriate, publish an apology.

• The poster is personally responsible for the content that is published on behalf of the ACMHN. Be mindful that the content is very public and will be visible for many years.

• Comply with all relevant Australian laws.

• Remain calm. Some posts may generate heated discussions, but ACMHN staff are expected to be respectful, factual, non-inflammatory and correct any misrepresentations. Do not engage in arguments.

• Never publish sarcastic or ironic content without making it clear that this is the case. Tone is often lost online and such posts could cause offence.

• If uncertain about the validity, relevance or appropriateness of a post, consult the CEO before posting.

• Do not use obscenity, personal insults or ethnic slurs, or any other conduct that would be considered inappropriate in a workplace.

• While appropriate robust discussion is welcome, avoid inflammatory topics such as religion and personal politics.

• Maintain the ACMHN’s position on issues. Your personal opinion may differ from that of the ACMHN’s, however when posting on behalf of the ACMHN you must maintain the ACMHN’s position.

• Avoid publishing your personal contact details. If people need to contact you, invite them to do so via the ACMHN’s contact details.

• The ACMHN’s website is the primary source of information for members and non-members. When advertising events on social media, do not create events but rather provide links to the relevant page on the ACMHN’s website.
- Closely moderate discussions. If inappropriate content is posted (including unauthorised advertising), delete it and consider blocking the user from posting content in the future.

- Consider the audience of your posts and the ways in which the posts could be used. If they could be taken out of context by someone, reword to ensure clarity.

- Do not spam. Constant updates will appear in the news feeds of followers and too many may drive them to remove themselves from the networks.

**RESPONSIBILITY**

To ensure consistent, appropriate and relevant messages regarding the ACMHN are sent, social media activities will fall within the remit of the Communications Officer within The National Office.

Where appropriate (such as in the case of LinkedIn) another approved member of the National Office staff may undertake social media activities, in consultation with the Communications Officer.

In the absence of the Communications Officer, the Chief Executive Officer may ask another member of the National Office staff to take on social media activities. In this case, the staff member responsible will ensure they have both read and understood this Policy.

**BREACHES**

If an employee breaches these guidelines, the CEO or delegated manager may require you to correct, edit or remove a post or statement. In addition, breaches of these guidelines by employees may result in disciplinary action.