

Compliance: Social Media Policy

Policy No.	C-7		
Version No.	2	Date:	May 2018
Board meeting date of acceptance	July 2018		
Effective date	August 2018		
Review date	July 2022		
Related policies and documents	Privacy Policy		

Scope

This policy applies to all staff, contractors, and volunteers of Amélie Housing who use social media on behalf of Amélie Housing, and staff, contractors and volunteers personal use of social media about Amélie Housing.

Policy Statement

Amélie Housing has a social media policy that encourages staff, members and volunteers to share the story of our work. In doing so, there are policy requirements that cover legal responsibilities such as privacy, confidentiality and respect.

Compliance

This policy assists Amélie Housing to comply with:

Compliance Document	Section/Number	Area
National Community Housing Standards	5.2	Good governance
Evidence Guidelines National Regulatory Framework for Community Housing	4b	Governance – transparency and accountability

Using Social Media in Amélie Housing

What is social media?

Social media in Amélie Housing means using websites and platforms which allows people to interact online.

What are the requirements?

Amélie Housing policy on social media involves the following:

Know your legal and regulatory responsibilities -When using social media, you must abide by the laws governing the online environment you are working in.

Preserve confidential information – You must not share or post sensitive or confidential information about Amélie Housing.

Be respectful to others and to Amélie Housing- Be mindful of what you post and the effect it could have on other people. Never post anything that could be interpreted as defamatory or discriminatory, obscene, profane, threatening abusive or harassment of another individual, community, business or organisation.

Be aware of prohibited topics – Do not use your position to advocate or endorse any third-party product, enterprise, message or political view.

Stay on message – We use social media as a way of broadening the message of Amélie Housing

Maintain your duty of care – Duty of care means respecting and upholding legal and privacy obligations for clients, staff and partner organisations. This applies especially in relation to posting pictures of children or any other person who could reasonably require assistance in providing informed consent for their image or story to be used.

Include a personal disclaimer- If you can be recognised within Amélie Housing when expressing personal opinions, you must add a disclaimer such as “These opinions are my own and do not represent Amélie Housing”