



## **SYDNEY HERITAGE FLEET SOCIAL MEDIA AND COMMUNICATIONS POLICY**

### **1. Introduction**

This policy applies to all employees and members of Sydney Heritage Fleet (SHF) to provide clarity on the use of social media platforms and email communication.

### **2. Background**

SHF has an established presence across a range of social media platforms. These platforms are used as additional communication and promotion tools to complement our existing communication and marketing avenues. We also provide assistance to any individual or groups needing guidance on the use of social media for Fleet business.

Predominantly social media is used to provide SHF employees, members, supporters and the general public with messages, service updates and Fleet information. It also provides an avenue for the public to support SHF, learn about the organisation, our services, resources and campaigns.

This document aims to establish a process by which SHF's official social media and email interactions can be managed with the best interests of our brand, reputation, employees and members in mind. This policy also sets out expected behaviour for employees and members who do not officially represent SHF on social media but could through their behaviour, impact on the reputation of SHF, our Brand and our services. While Facebook, Twitter & YouTube are the predominant social media channels used by SHF, this protocol may be applied in a common sense way to other social media channels or electronic communication used by employees or members or by the organisation in the future.

The law allows organisations to implement policies affecting the conduct of employees or volunteers/members as long as the policies are reasonable, related to the operations of the organisation, and related to the employment/volunteer/member requirements of the employee/volunteer/member. As such, a breach of this policy will take into account evidence including:

- Was SHF named or can SHF be easily identified?
- Who can access the comments?
- What was the nature of the social media activity and how serious was it?
- How long were the comments left up?
- What was the effect on the organisation?

### **3. Definitions**

Social media is online media that allows for interaction and/or participation. Examples include:

- Social networking & micro-blogging sites like Facebook, Twitter, Tumblr, LinkedIn & Instagram
- Video and photo sharing sites like Snapchat, Flickr and YouTube
- Online forums and discussion blogs, including comments on online news articles

For the purpose of this policy, **Social Media** is defined as ‘any conversation or activity that occurs online, where people share information or data that might impact on Sydney Heritage Fleet or the people who use our services’.

**Email communication** refers to any email sent from either a SHF account or personal email address on behalf of or regarding the business of SHF.

**Official use** is when an employee or member is using social media as a representative of Sydney Heritage Fleet.

**Personal use** is when an employee or member is using social media as themselves, not officially representing SHF, but identifying themselves as affiliated with Sydney Heritage Fleet in their online biographies, profiles, posts, or through other digital platforms.

Employees or members who do not identify themselves as being affiliated to Sydney Heritage Fleet may be considered as representing the organisation, as the nature of social media means they could be traced back to the organisation through their online presence.

This policy only applies to individuals when they are posting on SHF official sites and/or when they otherwise speak as an authorised representative of SHF. Unauthorised individuals may not make such postings. It does not apply to other social media communications and postings that individuals may make on personal social media sites so long as such communications do not indicate that the individual is speaking on behalf of SHF.

However, it is highly encouraged to repost, retweet etc. SHF posts, material or comment without substantial or meaningful change as part of showing their affiliation or support for the organisation

Individuals should use common sense and be sensible about their use, always ensuring they are in line with the requirements of this policy.

#### **4. Guiding Principles**

Sydney Heritage Fleet employees and members are encouraged to participate in social media as it is a powerful tool to complement our other PR and marketing activities. Whenever such participation is in a capacity that clearly represents Sydney Heritage Fleet, the following guiding principles must be considered:

- You act as an ambassador of SHF so responses to comments and opinions must be respectful and professional.
- Acknowledge and correct mistakes as soon as possible.
- Disclose conflicts of interest - e.g. any paid partnerships or sponsorships should be clearly stated.
- Don't make statements on your Facebook or other social media pages that you wouldn't make in any other type of advertising.
- Be polite, considerate, kind and fair.
- Avoid making misleading or false claims. Use examples and evidence where possible.
- Ensure content does not contain spam or viruses.
- Ensure that the content you post is factually accurate.
- Ensure that the content you post does not constitute legal advice or fall outside of your area of knowledge or expertise.
- Ensure that the content you post is not obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity.
- Ensure that the content you post is not confidential or commercially sensitive.
- Ensure that the content you post does not include another person's personal information without their express written consent.
- Ensure that the content you post does not breach applicable legislation including laws relating to copyright, privacy, financial disclosure, discrimination/equal opportunity and defamation.

## 5. Inappropriate use

Inappropriate use of social media by SHF employees or members representing SHF includes (but is not limited to):

- Conducting a private business on Sydney Heritage Fleet's social media presence
- Using discriminatory, defamatory, abusive or otherwise objectionable language
- Stalking, bullying, harassing, trolling or marginalising any individual or group
- Accessing or uploading pornographic, gambling or illegal content
- Accessing sites that promote hatred or extreme/fundamental beliefs and values
- Making a direct political affiliation with SHF or providing debate on public policy as representing the views of SHF
- Hacking or attempting to infiltrate the systems of Sydney Heritage Fleet
- Making derogatory or disparaging comments about SHF, our employees/members, or other organisations/their employees/members
- Paid endorsement of any kind, including in kind services or gifts
- Activity that interferes with work commitments
- Uploading information of a confidential nature, especially in regard to Sydney Heritage Fleet's services, employees, clients, members and Board of Directors
- Activity that uses excessive bandwidth, either uploading or downloading, within the SHF network
- Activity that brings SHF or the person's professionalism or ability to act in a professional manner into disrepute or could be seen as defamatory
- Publishing photos of children which contravenes the SHF Child Safety Policy

It is encouraged as a duty of care for all employees and members of SHF to alert the General Manager or Volunteer Services to any inappropriate content they may become aware of on SHF related social media sites or email communications.

## 6. Social media and defamation law

Sydney Heritage Fleet's employees and members should be aware that defamation laws apply to the online world, including social media. In general terms, defamation may occur under the following circumstances:

- when a person intentionally spreads information about another person, group of people, or small company that damages their reputation, or can make others think less of them.
- by any type of medium, for example, in print, through photos and on the internet.
- a person who did not create the defamatory material, but only shares it (for instance, by "retweeting" a tweet), can also be held found liable guilty of defamation.
- if you spread information which constitutes a hurtful and untrue statement of fact about another person.

## 7. Identification

Identification is defined, for the purpose of this policy, as 'how a social media bio, post, tweet, account, blog or page description identifies that particular social media account as being affiliated with Sydney Heritage Fleet'.

### a) Official accounts

An official account (be it a blog, webpage, twitter account, Facebook page etc) that represents Sydney Heritage Fleet should stipulate this within its bio, page or account description. All new and existing official social media pages must be sanctioned by the General Manager and/or Board of Directors to ensure compliance with this policy.

The account must carry the following, or a version of the following, words: *“This is the official account/page/etc for Sydney Heritage Fleet (vessel name)” followed by a brief description of Sydney Heritage Fleet and the purpose of the account relating to the particular social media platform.*

#### **b) Personal accounts**

Accounts (be it a blog, webpage, Twitter account, Facebook page etc) that are not official but are set up by employees or members for personal reasons can have affiliation or connection to SHF, however they are not to imply that it is an official SHF account. In this instance, the following MUST be adhered to:

1. The *name of the account* should not contain the words of either SHF or any of its vessels as the *primary identifier*
2. In the description of the account, It should stipulate that the opinions expressed are the persons' own and not that of SHF and It should state a disclaimer that reposting, 'likes', retweeting, etc do not represents the views of SHF

#### **8. Permissions**

Personal use is up to the individual employee or member. However, individuals are accountable for the consequences of their actions on social media, and may be subject to investigation and/or monitoring according to the employee, volunteer and member policies and codes of conduct of Sydney Heritage Fleet and their individual employment agreements.

The SHF Board of Directors has jurisdiction over Fleet activities regarding social media delivered in the Fleet's name. Volunteer Administrators of SHF social media accounts have an obligation to the Fleet to ensure they comply with this policy and ensure they keep the Fleet abreast of the social media platforms they are active in.

Administrators have a responsibility to ensure that such social media is maintained and current in terms of content, that best practice is used and that all other Administrators are adequately trained to use the medium.

#### **9. Deleting posts**

Social media is fluid, two-way, busy and often self-regulating. Social media can be used to disseminate information, but should be considered a form of two-way communication and a vehicle to listen to the 'wider' community views. Organisations that heavily control content on their social media pages, blogs and accounts, mostly through the deletion of questionable or disapproving content, significantly reduce the impact, and usefulness, of social media as a channel for information distribution.

SHF will not delete posts that are complaints or negative, except when they breach any of the conditions outlined for staff and members in the 'inappropriate use' section above. Where possible, the administrator will contact the user whose post has been removed, providing them with an explanation why it has been removed and the necessary action(s) for it to be reposted.

SHF maintains the right to request that material is removed from social media channels if these requirements are not adhered to.

#### **10. Email communication**

Email communication by employees or members regarding SHF business are to be treated in the same manner as social media, as outlined above. This does not refer to general social conversation, rather the inappropriate use of such electronic communication which may be perceived by the receiver as offensive or unacceptable, breaches privacy, or contravenes this policy.

As a precaution, all emails are to comply with the following guidelines:

- Group emails are to be sent out using the “blind copy” method (i.e. “bcc”) so others are not able to view the personal email addresses and to protect the privacy of members.
- All Sydney Heritage Fleet @shf.org.au emails sent are to contain the following words in the footer:

### *Confidentiality & Legal Privilege*

*This email and any attachments are intended for the named recipient(s) only. The information contained in this message may be confidential, subject to copyright or commercially sensitive. They are intended solely for the attention and use of the named addressee(s). If you are not the intended recipient you must not use, reproduce or distribute any part of the email, disclose its contents to any other party or take any action in reliance on it. If you have received this email in error, please contact the sender immediately and delete all copies of this email from your computer. Confidentiality, copyright and legal privilege are not waived or lost by reason of mistaken delivery to you.*

## **11. Policy Breach**

Misuse of social media can have serious consequences for SHF, and consequently that misuse can have serious consequences in terms of disciplinary action for employees and/or members. The SHF Board of Directors are responsible for ensuring adherence by employees and members to the Social Media Policy. This includes undertaking appropriate risk assessment, monitoring and performance management or disciplinary action of any suspected or identified breach.

In the event of serious misconduct, the following applies:

- a) Employees: disciplinary action up to and including summary dismissal may occur.
- b) Members: termination of membership and/or member privileges– (refer to 3.19 of the SHF Constitution).

Any decision made will be determined at the discretion of the General Manager and/or the Board of Directors.

## **12. Further information**

For further information on this policy please contact the General Manager (employees) or Volunteer Services (members) [vservices@shf.org.au](mailto:vservices@shf.org.au), who will direct you to the relevant person/team.

## **13. References**

- Social media and your organisation – Justice Connect [www.nfplaw.org.au](http://www.nfplaw.org.au)
- Sydney Heritage Fleet Constitution (under review)
- Sydney Heritage Fleet Child Safety Policy (under review)
- Sydney Heritage Fleet Discrimination, Harassment, Bullying & EEO (approved 11/10/18)
- Sydney Heritage Fleet IT Policy (under review)
- Sydney Heritage Fleet Complaint Handling Policy (approved 11/10/18)

## **14. Approval**

This policy was approved by the Sydney Maritime Museum Ltd Board of Directors on September 18, 2018.

This policy will be reviewed and revised from time to time as required.