

# Social Media Policy – SYDNEY MARITIME MUSEUM T/A SYDNEY HERITAGE FLEET

## 1. Purpose

This policy provides guidelines for the responsible use of social media by members and volunteers of the organization. It ensures that online behavior aligns with the organization's values, complies with relevant Australian legislation, and reflects best practices.

## 2. Scope

This policy applies to all members, volunteers, and staff who engage in social media activity, whether on behalf of the organization or in a personal capacity when such activity can be linked to the organization.

## 3. Relevant Legislation and Standards

The organization is committed to compliance with the following laws and standards:

- **Privacy Act 1988:** Protecting personal information and ensuring consent before sharing identifiable information.
- **Defamation Act 2005 (NSW):** Preventing false or damaging statements.
- **Work Health and Safety Act 2011:** Promoting online safety and preventing cyberbullying or harassment.
- **NSW Anti-Discrimination Act 1977:** Prohibiting discriminatory language or behavior.
- **Racial Discrimination Act 1975:** Preventing racial discrimination online.
- **Sex Discrimination Act 1984:** Prohibiting sexist, homophobic, or other discriminatory content.
- **Copyright Act 1968:** Ensuring only authorized use of copyrighted material.
- **Australian Consumer Law:** Preventing misleading or deceptive online statements.

Additionally, the policy adheres to Volunteering Australia's **National Standards for Volunteer Involvement** and promotes **world best practices** in digital communication.

## 4. Principles of Social Media Use

### 1. Representation:

- a. Only authorized personnel may post on the organization's official social media channels.
- b. Members and volunteers must not present personal views as those of the organization.

### 2. Respect:

- a. Engage respectfully with others, avoiding discriminatory, abusive, or defamatory language.
- b. Uphold the organization's values in all online interactions.

### 3. Privacy:

- a. Do not share personal information or images of members, volunteers, or stakeholders without their explicit consent.
- b. Confidential organizational information must not be disclosed.

### 4. Accuracy:

- a. Ensure all shared information is accurate and verified.
- b. Avoid spreading rumors, unverified news, or misleading content.

### 5. Safety and Well-being:

- a. Refrain from engaging in or tolerating cyberbullying, harassment, or threats.
- b. Report inappropriate content or online behavior immediately.

### 6. Legal Compliance:

- a. Adhere to copyright, intellectual property, and privacy laws when creating or sharing content.
- b. Avoid posting content that could expose the organization to legal risks.

## 5. Guidelines for Personal Social Media Use

Members and volunteers are encouraged to:

- Use privacy settings to control who can view their posts.
- Avoid sharing opinions or content that could reflect negatively on the organization.
- Refrain from commenting on behalf of the organization unless authorized.

- Clearly state personal opinions do not represent the organization when discussing related topics.

## **6. Inappropriate Use**

Examples of inappropriate use include:

- Posting discriminatory, offensive, or defamatory content.
- Sharing sensitive organizational information.
- Engaging in harassment or cyberbullying.
- Misusing the organization's logo, branding, or official communications.
- Using social media during work hours for non-organizational purposes without approval.

## **7. Consequences of Breach**

A breach of this policy may result in:

- Removal of the offending content.
- A formal warning or dismissal from the organization.
- Legal action, if applicable.

The organization reserves the right to monitor public social media content and take action to protect its reputation.

## **8. Review and Continuous Improvement**

This policy will be reviewed annually to ensure compliance with evolving legislation and best practices. Feedback from members and volunteers will be considered during reviews.

## **9. Related Policies and Documents**

- Code of Conduct

- Privacy Policy
- Grievance and Complaints Procedure
- Volunteer Handbook

## **10. Contact Information**

For questions about this policy or to report a breach, contact:

**Tom Harris-Brassil**  
**SHF Director and Manager of Board Business**

Mobile: 0401 834 924

Email: [Tom.HarrisBrassil@shf.org.au](mailto:Tom.HarrisBrassil@shf.org.au)

### **Approval and Revision History**

- Approved by: Board of Directors
- Effective Date: 15 December 2024
- Next Review Date: 30 May 2026