Social Media Guidelines for Volunteers

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| Version History |  |
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##### Purpose

* 1. The purpose of these Guidelines is to outline GDN’s expectations with respect to Social Media and public comment and to ensure that social media is used in a legal, ethical, and responsible manner.
  2. These Guidelines are applicable to all GDN Volunteers.

##### Your Obligations

* 1. We encourage you to share your thoughts, comments, and opinions on Guide Dogs NSW/ACT (GDN) posts and pages in a thoughtful, considered, and respectful way.
  2. In the context of Social Media, please be mindful of your obligations to GDN as a Volunteer and valued representative and ambassador of the Guide Dogs brand.
  3. We ask you to:
     1. be polite and respectful of other people’s opinions.
     2. respect other people’s right to privacy.
     3. always exercise good judgement about what materials appear online.
     4. ensure that your posts and interactions do not bring GDN’s reputation into disrepute.
     5. adhere to any Social Media platform terms of use.

##### Our Rules

* 1. When posting or commenting on Social Media, please ensure your behaviour aligns to GDN’s values. This applies during working hours and around the clock.
  2. Please do not:
     1. use abusive, offensive, vulgar, or defamatory language on GDN’s Social Media pages.
     2. post content which signals out individuals or groups.
     3. post content which targets race, ethnicity, religion, gender, sexuality, or political orientation or which could be deemed hateful.
     4. post anything negative about competitor organisations, their personnel, or activities.
     5. vent your frustrations online.
     6. engage in criticism or heated debates online.
     7. use Social Media as a platform for marketing or public comment which implies that you are speaking on behalf of GDN.

Such posts will be removed without notice and repeat offenders will be banned from our Social Media pages. If you see a comment that requires our attention, please contact us.

* 1. Posts that are promotional in nature, spam, duplicates, or that do not add value to our community will be deleted. We will also remove posts soliciting funds directly from community members, comments violating any intellectual property rights or containing viruses.
  2. We encourage you to promote GDN fundraising events. Posts relating to unregistered events will be removed. Please contact us if you see a fundraiser promoted on Social Media that looks suspicious.
  3. GDN’s Social Media pages are public. For your personal safety, avoid posting any Personal Information and don’t post anything that you don’t want to be seen publicly.

##### Our Brand

* 1. If you want to include our name, logo, or brand in any posts on Social Media pages, please obtain written permission from management prior to doing so. This will ensure our intellectual property rights and our brand are protected from unauthorised use.

##### Privacy

* 1. You are welcome to post photographs, poems, artwork, and other material that is relevant to the topic and the GDN community, provided you are the owner of the work and have permission from any individuals whose images may appear in your post.
  2. We ask that you respect the rights of children and protect their privacy by not posting any content about children which could identify them or where they live.

##### Definitions and Acronyms

* 1. In these Guidelines, unless the context requires another meaning:
     1. GDN means, collectively and severally, Guide Dogs NSW/ACT and related bodies corporate, as that term is defined in the Corporations Act 2001 (Cth).
     2. Personal Information means information or an opinion about an identified individual, or an individual who is reasonably identifiable:
        1. whether the information or opinion is true or not; and
        2. whether the information or opinion is recorded in a material form or not.
     3. Social Media is the collection of online technologies that allow the posting and uploading of content (including text, photos, audio and video) in real time and/or the sharing of content and social networking. this includes online forums, instant messaging services, blogs or other websites including but not limited to Facebook, Twitter, LinkedIn, Flicker, YouTube, Myspace, Instagram and Tumblr.
     4. Volunteer means an individual who offers their services, skills and experience of their own free will to perform agreed tasks for GDN without compensation or reward. Volunteers include puppy raisers, temporary carers, home boarders, home rearers, committee members and advisory panel members.