



Social Media Policy

Australian Peacekeeper and Peacemaker Veterans' Association Ltd

ACN 651 805 702

Adopted on 3 September 2021

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Australian Peacekeeper and Peacemaker Veterans' Association Ltd
ACN 651 805 702 (Company)

A. POLICY PRINCIPLES

1. APPLICATION AND ENFORCEABILITY

The APPVA respects the concept of freedom of expression, including by use of Social Media. This Policy aims to ensure that Users understand the risks associated with the use of Social Media that may impact on:

- (a) The APPVA or the reputation of the APPVA;
- (b) the safety or security of other Users; or
- (c) your membership, volunteer status or employment with the APPVA.

1.2 This Policy applies to use by Users of social media connected with your employment or engagement. Accordingly, this Policy applies to your use both of APPVA Social Media and private Social Media either within or outside of working hours.

1.3 This Policy:

- (a) is informational in terms of what APPVA may do to address your use of social media. APPVA' core obligations are contained in the Relevant Legislation, not this Policy;
- (b) is directional where it refers to what Users must do or not do; and
- (c) is not contractually enforceable against the APPVA.

B. USE OF SOCIAL MEDIA

2. REPUTATION AND SAFETY RISKS ASSOCIATED WITH SOCIAL MEDIA

2.1 Users should be mindful that APPVA is a business whose employees, volunteers, members, clients, suppliers, business partners and other affiliates reflect a diverse set of customs, values and points of view. You must not use Social Media in any way that does or has the potential to:

- (a) cause the APPVA actual or reputational damage; or
- (b) cause other Users actual or reputational damage.

2.2 You must not use Social Media to engage in the conduct set out at 2.1, including as follows:

- (a) making fun of, denigrating, criticising or defaming the APPVA, the board or colleagues or any of APPVA volunteers, clients, suppliers, business partners, other affiliates or competitors. If you have a work related grievance, business concern or complaint, do not record it on Social Media. Instead, you should follow the APPVA Grievance Resolution Policy or notify a member of the board;

- (b) breaching a Policy of APPVA including the Bullying, Harassment & Discrimination Policy, the Work Health & Safety Policy and the Information Technology & Confidentiality Policy;
- (c) posting photos, videos or sound recordings of APPVA facilities or any activities that take place at APPVA premises or APPVA events within Australia unless you have APPVA express permission to do so;
- (d) posting photos or videos which a reasonable person might consider reflects negatively on the APPVA, your job or your co-workers, including making statements regarding APPVA that are not true or conduct that could be viewed as dishonest, impolite or inconsiderate;
- (e) posting pictures or content that would reasonably identify the identity of a fellow User, including for commercial purposes or that may show the person in a negative or false light, without their permission;
- (f) divulging or discussing any information that is personal, confidential or internal to the APPVA or another User;
- (g) engaging in conduct that a reasonable person would regard as contrary to your role or the operations of the APPVA;
- (h) engaging in conduct that could be seen to compromise your effectiveness at work or capacity or ability to perform your duties;
- (i) engaging in conduct that implies APPVA endorsement of personal views, without the authorisation of APPVA; or
- (j) engaging in work-related correspondence on social media that should be conducted on the APPVA email service.

2.3 You should think about the context of any written material, photos or videos that you propose to publish on social media and the consequences of what you propose to say before you post, text or discuss anything. In particular you should consider how what you propose may impact on APPVA. Would this embarrass you, your family or your work colleagues if it appeared on the front page of *The Canberra Times*? If the answer is 'yes', then consider carefully before proceeding.

3. DISCLOSURE OF YOUR AFFILIATION WITH THE APPVA

3.1 You must not identify yourself as an employee of APPVA or otherwise disclose your affiliation with APPVA on social media except for the following:

- (a) as part of your personal profile employment history information on professional networking sites such as LinkedIn; or
- (b) for a purpose relating to your employment, subject to express permission given by a manager or supervisor in accordance with clause 3.3.

3.2 If you do disclose your affiliation with the APPVA on Social Media (having received APPVA express permission to do so), you must ensure that a reasonable person would not regard your conduct as likely to bring the APPVA into disrepute. For example, you must:

- (a) clearly state that the opinions expressed are your own and not necessarily those of the APPVA.
- (b) not claim or leave the impression that you are speaking on behalf of the APPVA unless you have APPVA express permission to do so; and

(c) not misrepresent who you are or your role with the APPVA.

3.3 The APPVA may in its discretion from time to time give you permission to make public comment on its behalf. If this occurs, you must comply with any other conditions stated by APPVA to apply in the circumstances. Conditions may include:

(a) setting limits on the content you are authorised to release;

(b) setting limits on the topics about which you are authorised to comment (such as those that fall within your area of expertise or responsibility);

(c) ensuring you understand:

(i) the terms and conditions of use that apply to the Social Media being used; and

(ii) Copyright, privacy and other applicable laws relevant to the publication of information on Social Media; or

(d) requirements that APPVA on-line content be monitored and followed.

3.4 If the media or any other person contacts you to request a public comment that concerns APPVA or about a posting on Social Media that concerns APPVA, you must refer the inquiry to a manager or supervisor.

4. PRIVACY SETTINGS

4.1 You should ensure that you are familiar with the privacy settings for the Social Media that you use. You should:

(a) configure the privacy settings as appropriate for your intended use; and

(b) keep yourself updated on the status of your settings from time to time.

4.2 Users must be aware that:

(a) content that you post on Social Media may become known to the APPVA or other third parties even if it is not seen by the APPVA Directly;

(b) even if you post content anonymously, you may be identifiable as an employee or User of the APPVA;

(c) a Social Media site's privacy settings should not be relied on to guarantee privacy. Social Media providers may unilaterally change a User's privacy settings without notifying you. Be aware that the default settings could allow anything you post or publish to become more public than you intend;

(d) anything you publish on Social Media is likely to be available for a long time, if not forever;

(e) content published on Social Media may be offensive if viewed in isolation or out of context; and

(f) regardless of the security or privacy settings applied by you, content may still become publicly available or become available to unintended recipients including:

(i) by a contact informing others of the content or by cutting and pasting comments onto another site;

(ii) being illegally accessed by cybercriminals;

- (iii) by a third party gaining access through a linked association (e.g. friend of a friend); or
- (iv) by a third party posing as a different person or user to mask their true identity.

5. MONITORING

5.1 From time to time, the APPVA may monitor any available information relating to your participation on Social Media.

6. REPORTING REQUIREMENTS

6.1 You must notify a member of the Management Committee immediately:

- (a) if you suspect or become aware that this Policy has been breached regardless of whether:
 - (i) the conduct directly involves you or another User;
 - (ii) you witnessed the conduct, the conduct was reported to you or you became aware of the conduct through some other means; or
- (b) if you become aware that a sensitive or negative issue is being discussed on Social Media in relation to the APPVA or that may have legal ramifications for the APPVA.

6.2 Managers should report any notification or breach of this Policy to the senior manager in the office at the time.

6.3 Everyone makes mistakes. If you think you may have breached this Policy, admit it by notifying the APPVA in accordance with clause 6.1. You must also correct the mistake, remembering to be direct and prompt with your correction.

6.4 If you have any queries or concerns regarding this Policy, please contact your supervisor to discuss those concerns.

C. DISCIPLINARY SANCTIONS

7. MISCONDUCT

7.1 A breach of this Policy may amount to employee misconduct resulting in a range of disciplinary sanctions, including but not limited to:

- (a) a requirement to attend counselling or training;
- (b) a formal warning noted on your personnel file;
- (c) the requirement to make verbal or written apology; and/or
- (d) termination of your employment.

7.2 The APPVA Underperformance & Misconduct Policy sets out The APPVA policy in relation to misconduct.

8. DEFINITIONS

8.1 In this Policy, words have the following meanings:

- (a) 'APPVA' means Australian Peacekeeper and Peacemaker Veterans' Association Ltd ACN 651 805 702;
- (b) 'Policy' means this Social Media Policy;
- (c) 'Social Media' means social media platforms, communication tools and internet based applications whether they exist now or are created in the future, including:
 - (i) forums and discussion boards (e.g. Whirlpool, Yahoo! Groups, discussion boards hosted by online news sites);
 - (ii) wikis (e.g. Learning Zone and external sites such as Wikipedia and other similar sites where text can be posted);
 - (iii) multimedia or user-generated media sites (e.g. YouTube);
 - (iv) social networking sites (e.g. Facebook, Twitter, Instagram);
 - (v) professional networking services (e.g. LinkedIn);
 - (vi) text messaging and mobile device communications; and
 - (vii) any website that allows a user to collaborate, upload or share content including text, audio, video, images, podcasts and other multimedia communications (e.g. Wikipedia);
- (d) 'User' or 'you' means a person who carries out work in any capacity for APPVA, including work as:
 - (i) an employee;
 - (ii) a volunteer;
 - (iii) an employee of a contractor or subcontractor;
 - (iv) an employee of a labour hire company who has been assigned to work for the APPVA;
 - (v) an outworker;
 - (vi) an apprentice or trainee;
 - (vii) a student gaining work experience;
 - (viii) a contractor;
 - (ix) a commission agent, meaning a person who does work for another person as the agent of that other person and who is remunerated, whether in whole or in part, by commission;
 - (x) a partner in a partnership; or

(xi) any guest or person who is authorised or permitted to use APPVA IT Facilities.

Title	Social Media Policy		
		Issue date	
Jurisdiction	Australian Capital Territory; Commonwealth;	Version	1
Relevant Legislation	<p>Commonwealth:</p> <ul style="list-style-type: none"> - Commonwealth, State and Territory legislation listed in other policies including the Bullying, Harassment & Discrimination Policy, the Work Health & Safety Policy and the Information Technology & Confidential Information Policy - <i>Privacy Act 1988</i> <p>Australian Capital Territory:</p> <ul style="list-style-type: none"> - <i>Workplace Privacy Act 2011</i> - Commonwealth and Territory legislation listed in other policies including the Bullying, Harassment & Discrimination Policy, the Work Health & Safety Policy and the Information Technology & Confidential Information Policy <p>New South Wales:</p> <ul style="list-style-type: none"> - <i>Workplace Surveillance Act 2005</i> - Commonwealth and State legislation listed in other policies including the Bullying, Harassment & Discrimination Policy, the Work Health & Safety Policy and the Information Technology & Confidential Information Policy <p>Queensland:</p> <ul style="list-style-type: none"> - Commonwealth and State legislation listed in other policies including the Bullying, Harassment & Discrimination Policy, the Work Health & Safety Policy and the Information Technology & Confidential Information Policy 		