



Social Media Code of Conduct Policy & Guidelines

Purpose

Social media has become an integral part of our organisation where it mirrors the organisation to the public, members, and stakeholders. It is used as a tool to convey marketing strategies and other essential information regarding key events, actions, and campaigns run by, for and with the organization.

This policy aims to provide critical and key guidelines for employees of the Australian Young Christian Workers' organization to abide by, which will be used to avoid undesirable behaviour on social media portraying our organization in a bad light. These guidelines also aim to provide best practice behaviour to engage various communities with respect and dignity on our social media platforms.

This policy aims at creating a neutral, equal, and respectful environment for members, employees, public, and stakeholders to engage with each other in a socially responsible manner upholding the key values and core principles set forth by our organization.

Policy guidelines for workers

1 Information sharing (Public vs Private)

Privacy is one of the most key policies that needs to be upheld in accordance with the current Australian Privacy Laws. Therefore, items such as confidential documents, meeting materials and conversations cannot be shared on social media channels. Personal information regarding any one individual should not be shared via post, messaging, or blogging on social media platforms. Exercise good judgement on public stories and topics that could otherwise affect the organisation reputation among its followers/subscribers.

2 Misrepresentation of information

Misrepresenting facts and ideologies that the organization does not represent is in serious violation Section 18 of the Australian Consumer Law which prohibits conduct that is misleading or deceptive or is likely to mislead or deceive, and/or Section 29 which prohibits false or misleading representations, including false testimonials and false claims as to association, sponsorship, approval, or affiliation.

3 To be fair and respectful

To be fair and respectful in writing articles that can be a source of controversy in terms of politics, race, religion, sexual orientation, and other issues that may strain the existing relationship between organisation and its members. All controversial topics need approval of organisation members before being posted through the organisation's media platforms.

4 Be professional

Always act in a decent and professional manner by using sound judgement and clear mind before posting articles that can cause a heated debate. Be polite and respectful of an individual's opinion on a subject matter that might have a conflicting idea.

5 Be responsible

Posts that incriminate an individual on basis of race, religion, gender etc will not be allowed to be posted through organisational media handles. Any such activity as seen on the media handle will be subject to strict code of conduct infringements and can result in the worker/member or follower to be banned from the media page.

6 Confidentiality

Confidential material such as organizational plans, documents, financials, journals, trade secrets, legal information etc. cannot be used as a basis for a blog or post. In case a document needs to be used as a promotional post peer approval is mandatory before such action is undertaken.