

11.9	USE OF SOCIAL MEDIA
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Applies to: Staff
Specific responsibility: HECIS Co-Ordinator, Executive Management Committee

Version: 1
Date approved: 5.8.14
Next review date: Aug 21

Policy context: This policy relates to	
Standards or other external requirements	
Legislation or other requirements	
Contractual obligations	

POLICY STATEMENT

HECIS acknowledges that there are several ways staff may use social media to benefit the organisation.

This includes the:

- use of social networking sites (e.g. Facebook, etc.) to create affinity groups (referral networks, testimonials), to run focus groups, for outreach purposes, to monitor public opinion, to engage with supporters/followers.
- use of microblogs (e.g. Twitter) to make comment, share opinions about new information
- use of blogs to share/follow stories, photos and information
- use of video sharing – to post view and search video on topics of interest.

HECIS does have a Facebook profile at www.facebook.com/HECISHawkesbury/ which is used to promote the service and activities.

HECIS will provide access to social media platforms to its staff expressly to assist them in carrying out the duties of their employment (where applicable).

PROCEDURES

Personal use of Social Media

Personal use of social media platforms during work time is permitted in so far as it does not impact on performance of duties and is also addressed in the Internet and Email Use Policy.

Staff should ensure that any activity by them on a personal social media site does not identify or implicate HECIS in any way and that HECIS policies regarding organisational confidentiality and privacy are extended to all internet exchanges.

Organisational use of external social media

Any HECIS staff (or representative of HECIS) making comments on social media must not:

- post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- use or disclose any confidential or secure information

HECIS: Use of Social Media

- make any comment or post any material that might otherwise cause damage to the HECIS reputation or bring it into disrepute.

The HECIS Co-Ordinator and Executive Management Committee are authorised to make comment on behalf of HECIS on social media platforms external to the organisation.

Any requests to link to external organisational or individual social media pages should be submitted to the HECIS Co-Ordinator/Executive Management Committee for authorisation.

DOCUMENTATION

Documents related to this policy	
Related policies	Use of Internet and Email
Forms, record keeping or other organisational documents	

Reviewing and approving this policy		
Frequency	Person responsible	Approval
Annually	HECIS Co-Ordinator	Management Committee

Policy review and version tracking			
Review	Date Approved	Signed	Next Review Due
1	26.8.15	HECIS Co-Ordinator	Aug 16
2	8.8.16	HECIS CoOrdinator	Aug 2017
3	16.8.17	HECIS CoOrdinator	Aug 2018
4	10.9.18	HECIS CoOrdinator	Aug 2019
5	17.9.19	HECIS CoOrdinator	Aug 2020
6	15.9.20	HECIS CoOrdinator	Aug 2021

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