

### Policy Statement:

This document will set operational guidelines for the ODEEP staff to enhance the effectiveness of social media, to promote the abilities and strengths of children with disabilities and to enable easy and accessible ways to deliver information to families.

### Goals of Policy:

ODEEP seeks to grow its social media base and use this to engage with existing and potential families, supporters, stakeholders and the community. At the same time, a professional balance must be struck which avoids placing ODEEP's reputation at risk.

### Responsibilities and delegations

This policy applies to	This policy applies to ODEEP Board of Management, staff, volunteers, contractors and families.
Specific responsibilities	This policy is developed by the CEO and reviewed by ODEEP staff and Board of Directors. It is communicated and implemented by the CEO and staff.
Policy approval	ODEEP CEO.

### Policy context – this policy relates to:

Standards	NDIS Practice Standards and Quality Indicators 2018 Education and Care National Quality Standards
Legislation	NDIS Act 2013 Children (Education and Care Services) National Regulations 2011
Organisation policies	Privacy Policy Access to Confidential information Policy Risk Management Policy
Forms, record keeping, other documents	Video/Photo Permission Form Family Enrolment Form

### Procedures:

#### Introduction:

Social media such as Twitter, Facebook, Google+, YouTube, Instagram, LinkedIn and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

Currently ODEEP uses Facebook, LinkedIn and Pinterest but in the future may choose to engage in social media such as:

- Twitter.
- Google+.
- WordPress/Blogger.
- YouTube/Vimeo.
- iTunes/Podcasting.
- Instagram.

ODEEP's social media use shall be consistent with the following values:

- Respect: ODEEP's use of social media shall portray people with a disability positively as capable and competent community members.
- Integrity: ODEEP will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance ODEEP's Privacy policies.
- Professionalism: ODEEP's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone.
- Information Sharing: ODEEP encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

#### **Process:**

Before social media posts are made, staff members should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to ODEEP's families and stakeholders and is it respectful?
- Is the information in keeping with the interests of the ODEEP and its mission?
- Could the post be construed as an attack on another individual, organisation or project?
- Would ODEEP's supporters be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that ODEEP would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by ODEEP? Does it maintain the organisation's overall tone?

#### **Procedures:**

1. Facebook pages named "ODEEP", Parents As Teachers and MyTime have been established. The page includes postings and dialogue concerning topics across the breadth of ODEEP activities.
2. The CEO will determine which staff members are authorised to have administrator rights for these pages. These staff members will be responsible for producing and maintaining content posted to the Facebook pages. The Marketing Co-ordinator must be one of the Administrators.
3. Under current Facebook operating rules, a personal Facebook profile is needed in order to establish, make posts to a 'Page' and make full use of the features of Facebook 'Pages'. For this reason, staff Facebook administrators will use their ODEEP email address to establish a separate personal Facebook profile which will only be used for the purposes of ODEEP Facebook. Details of this username and password will be made available to the CEO. This will ensure their 'Administrator' rights can be removed, in the event that they leave this staff

position.

4. As well as making routine posts on the ODEEP pages, staff members who are authorised to use Facebook at work shall be allowed to promote the page by engaging with other pages and Facebook 'friends' and 'like' communities. Some examples of Facebook pages we may "like" are:
  - ASPECT - <https://www.facebook.com/AutismSpectrumAustralia>
  - Raising Children Network - <https://www.facebook.com/AutismSpectrumAustralia>
  - Down Syndrome Australia - <https://www.facebook.com/pages/Down-Syndrome-Australia/390525084378985>
  - Cerebral Palsy Alliance - <https://www.facebook.com/cerebralpalsyalliance>

**Facebook Approval Guidelines:**

- Items posted on the Facebook page are approved by the Marketing and Communications Coordinator.
- Facebook posts could include but are not limited to:
  - internal & external information about upcoming events.
  - photos of staff members, Board members, volunteers, ODEEP group and individual sessions, functions and events.
  - general reminders;.
  - thankyou's to supporters;.
  - links to and likes of other pages.
- Where posts include photos of families and/or children, photo permission forms must be completed and signed on each and every occasion by the parents/carers before posting. A family can choose not to have their photo posted on Facebook.

**Damage limitation:**

In the event of a damaging or misleading post being made, the CEO should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

Record of policy development		
Version	Date approved	Date for review
Version 2	October 2020	October 2021
Version 3	October 2021	October 2022