

# CENTROC Social Media Policy

## Objective

To provide direction to employees and Board members while informing the community, regarding the use of social media by Centroc.

## Background

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. It depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. It introduces substantial and pervasive changes to communication between organisations, communities and individuals.

Social media is rapidly changing the way we work. Key to this policy is that comments published or broadcast via social media are in the public realm. Centroc believes this new model for interaction can support better outcomes for both the region's advocacy and operational objectives.

For these reasons and at the direction of Fair Work Australia<sup>1</sup> Centroc has an obligation to provide social media policy.

This policy provides parameters that direct employees, Board members and service providers regarding social media use in their professional capacity in the workplace and when representing Centroc. Advice is also provided to inform employees of the risks associated with social media when used in a personal capacity.

## Policy

### Responsibilities – Staff and Board members

The following policy **directs** all Centroc employees, contractors and the Board members when they are acting in their professional capacity. This policy should be read in conjunction with Centroc's Media Policy and respective Council Codes of Conduct.

1. The law must be followed;
2. Respective Council Codes of Conduct must be followed, including in digital environments;
3. Personal online activities should not interfere with work performance;
4. Centroc is a transparent and accountable organisation;
5. Confidentiality should be maintained; and
6. Centroc is polite and respectful.

Centroc respects the private life of its staff and Board members. At the same time given that social media is a public platform and Centroc has an advocacy agenda that can be put at risk, policy **advice** is provided to staff and Board members regarding

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<sup>1</sup> Footnote advice on Fair Work Australia decision

their personal use of social media time when it has a clear and close connection with Centroc. Centroc advises that:

1. Promotion of the advocacy agenda of Centroc is welcomed;
2. Promotion of Centroc member operational support is welcomed; and
3. Care should be taken when referring to Centroc that commentary reflects well on the organisation.

#### **Responsibilities - Executive Officer**

The Centroc Executive Officer is responsible for the implementation of this policy, the provision of facilities and support outlined in the following procedures.

#### **Related Policies**

Email and Internet Policy  
Communication and Media Policy  
Social Media Guidelines  
Social Media Community Guidelines  
Social Media Crisis Management Policy

#### **Related Procedures**

Communication Implementation Procedure