

# Wheatbelt Natural Resource Management Incorporated

## Social Media Policy

<b>Policy Name:</b>	<b>Social Media Policy</b>
<b>Policy Number:</b>	5.7
<b>Policy Version Number:</b>	V2.00
<b>Policy Category:</b>	Social Media
<b>Contact Officer:</b>	Chief Executive Officer
<b>Date Approved by the Board of Management:</b>	8 <sup>th</sup> November 2016
<b>Date of Last Review:</b>	Not applicable
<b>Period Until Next Review:</b>	36 from the approved date or as required
<b>Related Legislation:</b>	<ol style="list-style-type: none"> <li>1. Associations Incorporation Act 2015 (Western Australia)</li> <li>2. Copyright Act 1968 (Australia)</li> <li>3. Privacy Act 1988 (Australia)</li> <li>4. Defamation Act 2005 (Western Australia)</li> </ol>
<b>Related WNRM Policies or Procedures:</b>	<ol style="list-style-type: none"> <li>1. 2.1 Code of Conduct Policy</li> <li>2. 5.1 Delegations Policy</li> <li>3. 5.4 Intellectual Property Policy</li> <li>4. 5.5 Privacy and Confidentiality Policy</li> </ol>

### 1. Definitions

“**Wheatbelt NRM**” means Wheatbelt Natural Resource Management Incorporated.

“**Social Media**” means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

“**Social media crisis flow chart**” means a management plan outlining the steps in identifying and managing negative online sentiment.

### 2. Overview

Wheatbelt NRM recognizes that social media is an important communication tool and an essential part of the organisations marketing strategy.

Due to the fast paced nature of social media and the need for proactive and timely content social media can provide essential communications lines for the organisation but can also poses a risk to the organisation's reputation.

This policy aims to empower staff and Board to participate in social media while being mindful of responsibilities and obligations under the Wheatbelt NRM Code of Conduct.

### **3. Policy Statements**

#### **3.1 Wheatbelt NRM Social Media Accounts**

- 3.1.1 Only authorised staff members will post on Wheatbelt NRM official social media accounts.
- 3.1.2 Authorised staff members must be approved by the CEO.
- 3.1.3 Wheatbelt NRM recognizes that this authorisation is a temporary delegation and is considered in the Wheatbelt NRM Delegations of Authority Procedure.

#### **3.2 Personal Social Media Accounts**

- 3.2.1 Wheatbelt NRM supports participation in social media, recognising they are used for both work and private use by many staff and Board members.
- 3.2.2 All staff and Board members are expected to act according to the values of Wheatbelt NRM as set out in the Code of Conduct.
- 3.2.3 Where there is any connection to Wheatbelt NRM, social media use will be subject to the Wheatbelt NRM Code of Conduct, this includes personal social media accounts
- 3.2.4 Breaches of the Code of Conduct may be subject to disciplinary action as set out in that Policy.
- 3.2.5 Specific guidelines for staff social media use are outlined in the Social Media Procedure.

#### **3.3 Crisis Management**

- 3.3.1 Wheatbelt NRM will deal with any social media crisis in line with the Social Media crisis flow chart.
- 3.3.2 Any major social media crisis will be referred to the CEO for action and will be reported to the Board of Management.

#### **4. Responsible Officers**

- 4.1 The Board of Management, as part of its governance authority, is responsible for the approval and publication of this policy, including the approval of any subsequent changes.
- 4.2 The Audit Committee is responsible for reviewing this policy prior to Board of Management approval, and ensuring the scheduled review of this policy.
- 4.3 The Chief Executive Officer is responsible for the operational compliance of the organisation to this policy.
- 4.4 Staff and Board Members are responsible for complying with the requirements of this Policy.

#### **5. Approval**

This policy was approved by the Board of Management on the 8 November 2016

Jim Sullivan  
Chairperson  
Board of Management  
Wheatbelt Natural Resource Management Incorporated