



Nepean Historical Society Inc.

Social Media Policy

For Members and Volunteers

NEPEAN HISTORICAL SOCIETY INC. SOCIAL MEDIA POLICY FOR MEMBERS and VOLUNTEERS

NHS uses social media in its work and recognises that those who are involved in its work may also use social media as part of their role or in their private lives. A written policy is therefore required for all members and stakeholders on the acceptable use of social networking.

NHS encourages the responsible use of social media. The purpose of this policy is to set out what NHS expects from its members when using social media. It is important to remember that we are all ambassadors for NHS and that social media is never private.

This policy aims to:

- Give clear guidelines on what members can say about the organisation
- Comply with relevant legislation and protect members
- Help members to draw a line between their private lives and their volunteering
- Protect NHS against liability for the actions of members
- Be clear about sensitive issues such as monitoring and explain how problems with perceived inappropriate use will be addressed

POLICY STATEMENT

- 1.1 NHS recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, Twitter and blogs. This policy aims to protect individuals volunteering with us in any role and to encourage them to take responsibility for what they write, and to exercise good judgement and common sense.
- 1.2 Inappropriate use of social media can pose risks to our confidential and proprietary information and reputation, and can jeopardise our compliance with legal obligations. To minimise these risks and to ensure communications systems are only used for appropriate purposes, we expect members to adhere to this policy.
2. **WHO IS COVERED by this POLICY?**
This policy covers all NHS members and volunteers.
3. **SCOPE and PURPOSE of the POLICY**
 - 3.1 This policy deals with all forms of social media including Facebook, YouTube, Twitter and all other internet postings including blogs.
 - 3.2 It applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise. This policy applies regardless of whether the social media is accessed using NHS facilities and equipment or equipment belonging to members.
 - 3.3 If a member is found to be in breach of this policy the NHS President and Committee will address this using NHS Rules Part 3 Division 2 Rule 20.
 - 3.4 Members may be required to remove internet postings which are deemed to be in breach of this policy.

- 3.5 This policy links to all other NHS policies therefore social media should never be used in a way that breaches any of our other policies.

4. PERSONNEL RESPONSIBLE FOR IMPLEMENTING THE POLICY

- 4.1 The NHS President, other office bearers and NHS Committee members have a specific responsibility for operating within the bounds of this policy, ensuring that all members understand the standards of behaviour expected of them and taking action when behaviour falls below this.
- 4.2 All members are responsible for the success of this policy. Any misuse of social media or questions regarding the content or application of this policy should be reported to the President or Secretary.

5. GUIDELINES FOR RESPONSIBLE USE OF SOCIAL MEDIA

The following sections of the policy provide members with common sense guidelines and recommendations for using social media responsibly and safely.

- 5.1 We want you to help to protect our Society's reputation. Members must not post statements that could be perceived to be disparaging or defamatory about:
- i. Nepean Historical Society;
 - ii. Nepean Historical Society current members or past members;
 - iii. other affiliates or stakeholders eg Mornington Peninsula Shire.

Members should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.

- 5.2 Members are personally responsible for what they communicate in social media (as part of their role or on personal sites.) Remember that what you publish might be read by the masses for a long time including NHS.
- 5.3 NHS does not permit tagging on any NHS sites of vulnerable adults or anyone under the age of eighteen.
- 5.4 There is no obligation for members to link their personal social media to any NHS social media.
- 5.5 If you disclose your affiliation as a member of NHS you must also state that your views do not necessarily represent those of the organisation. e.g you could state 'the views in this posting do not represent the views of NHS.' You should also ensure that your profile and content you post are consistent with the image you present to those you work with as part of your volunteering role.
- 5.6 You can only use NHS email addresses if your volunteering role involves using social media on behalf of the organisation.
- 5.7 You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

- 5.8 Members must respect confidentiality at all times and protect confidential information, which includes things such as unpublished details about our work, details of current and future projects or negotiations, financial information or information held on our supporters and associates.
- 5.9 Avoid posting comments about NHS related topics such as members. Even if you make it clear that your views do not represent those of NHS your comments could still damage our reputation.
- 5.10 If you are uncertain or concerned about the appropriateness of any statement or posting, refrain from making the communication until you discuss it with the NHS Committee.
- 5.11 If you see content in social media that disparages or reflects poorly on NHS or our stakeholders, you should report it to the NHS President or Secretary. All members are responsible for protecting our reputation.
- 5.12 Contact details of members are subject to data protection. Members are not permitted to access or store information that would breach data protection.

6. PERSONAL USE OF SOCIAL MEDIA in the MUSEUM

We recognise that members may choose to use social media for personal activities in the museum but it must not involve unprofessional or inappropriate content.
