



THE ORDER OF AUSTRALIA ASSOCIATION LIMITED

G14 Social Media Policy

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| Author | Social Media Working Group |
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Table of Revisions

| No. | Date Approved | Comments | Next Review |
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| 1 | October 2022 | Initial Policy | |
| 2 | April 2024 | Updated to reflect the revision by the Social Media Sub Committee and Board decisions made on 19 April 2024. | April 2027 |

1. INTRODUCTION

1.1. Purpose

- 1.1.1. The purpose of this Policy is to establish and maintain a policy to provide for systematic and responsible management and usage of social media by The Order of Australia Association (the Association).
- 1.1.2. The Association embraces the use of social media:
 - (a) To communicate with and promote its activities and operations to members, prospective members, and non-member award recipients.
 - (b) To allow people who are unable to attend activities in person to feel included and valued as a member, including overseas members.
 - (c) To grow awareness of what the awards are and what makes a good candidate to nominate.
- 1.1.3. The Association is committed to ensuring that social media engagement is both lawful and respectful and is consistent with the values of the Association. This

policy outlines the expectations of members and volunteers when using social media or making public comments online.

1.2. Applicability

- 1.2.1. This Policy applies to Board members, Branch Committee members, Regional Group Conveners, Members, Staff (including permanent, casual, or temporary), and Volunteers.
- 1.2.2. Social media includes, but is not limited to, engagement on: X(Twitter), Facebook, Instagram, Pinterest, Google+, WordPress/Blogger, YouTube/Vimeo, iTunes/Podcasting, Snapchat, TikTok, Reddit, LinkedIn, Online chat forums and tools (eg. WhatsApp, Messenger, WeChat, Viber) and any other new forms of social media that may emerge from time to time.

1.3. Policy Basis

- 1.3.1. The Constitution of the Association, particularly at paragraph 49, mandates that Directors must fulfill their obligations in accordance with statutory requirements and the common law.
- 1.3.2. This requirement is further supported by the G2 Board Charter and the Governance Standards prescribed by the regulations under the *Australian Charities and Not-for-profits Commission Act 2012*.

2. POLICY STATEMENTS

- 2.1. The Association recognises that the use of social media is an effective way to communicate with members, prospective members, and the wider Community in sharing information and promoting the Association and its activities. It is a platform for instant, efficient, and effective communication to a widespread or on a personal basis. The use of social media aligns with the Purpose of this policy.
- 2.2. The Association acknowledges that social media now serves as a legitimate complement to conventional business communication, extensively facilitating enhanced interaction and collaboration. As such, the Association recognises that engagement with social media platforms and communication technologies constitutes a significant component of both professional and social spheres.
- 2.3. The Association will establish and maintain the position of Social Media Administrator(s) to monitor, moderate and pre-approve content posted to the Associations social media platforms.
- 2.4. The Association expects that the social media use shall be consistent with the following core values:
 - 2.4.1. Integrity: The Association will not knowingly post incorrect, defamatory, or misleading information about its activities and operations or the work of other

organisations or individuals. The OAA will expect the same integrity from its Members, Staff and Volunteers.

2.4.2. Respect: The Association's social media represents the organisation as a whole and should seek to maintain a respectful and uniform tone. Members, Staff and Volunteers may from time to time and as appropriate and authorised post on behalf of the Association, but the impression should remain one of a singular organisation rather than a group of individuals.

2.4.3. Information Sharing: The Association encourages the sharing and reposting of online information that is relevant, appropriate and of interest to Members.

2.5. The Association expects the following Content Guidelines to be adhered to:

2.5.1. The Association recognises that members may have differing views on issues and respects the right of Members, Staff, and Volunteers to participate in political, advocacy and community activities. However, all posts on social media platforms must comply with and respect the values of the Association.

2.5.2. Members, Staff, and Volunteers should be aware that the content published online and on social media is, or may become, publicly available, even from personal social media accounts. The Association expects Members, Staff, and Volunteers to take reasonable steps to ensure their social media use and public comments fall within the guidelines below:

- (a) Do not use a work email address to register personal social media accounts;
- (b) Refrain from conduct that has the potential to damage the Association's reputation;
- (c) Don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about, other Members, Staff, Volunteers, or the general public or to the detriment of the Association;
- (d) Don't make comments that are, or could be perceived to be, made on behalf of the Association unless authorised by the Association to do so;
- (e) Don't make comments that could compromise a Member, Staff, or Volunteer's capacity to fulfil their duties in an impartial and unbiased manner;
- (f) Are mindful that their behaviour is bound by the Association's policies and procedures and code of conduct; and
- (g) Make it clear that any views expressed or implied in personal social media are exclusively their own and not the views of the Association.

3. RESPONSIBILITIES

3.1. The Board is responsible for:

- 3.1.1. ensuring that related governing policy is established and current, such as Risk Management, Conflict of Interest Policy, and Code of Conduct;
- 3.1.2. defining the role of and appoint the Association's Social Media Administrator(s);
- 3.1.3. approving the conditions of use and access permissions;
- 3.1.4. developing and applying sanctions for misuse of Association social media such as exclusion from access;
- 3.1.5. considering and investigating and if necessary, acting upon and applying sanctions for wilful and or repeated non-compliance with the Association's Social Media Policy; and
- 3.1.6. Ensuring appropriate action is taken for any breaches of this policy.

3.2. The Social Media Administrator is responsible for:

- 3.2.1. monitoring all posts and conversations and ensuring they are in keeping with the Association's core values, mission, policies, and procedures;
- 3.2.2. approving and authorising prior to posting other than those authorised Members or Office Bearers;
- 3.2.3. alerting the National Secretary of any unusual activity;
- 3.2.4. blocking and removing any potential defamatory, misleading abusive or otherwise illegal posts in a timely manner and to minimise the risk of a repeat incident;
- 3.2.5. confirming the approved and post approved advertorial content;
- 3.2.6. intervening in conversations that are hostile in nature, grossly disrespectful or aggressively argumentative;
- 3.2.7. reporting serious and /or consistent minor breaches to the National Secretary for consideration and the application of sanctions.; and
- 3.2.8. Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post.

RELATED DOCUMENTS

This Policy is to be read in conjunction with:

- 1. The Constitution of The Order of Australia Association dated December 2020.
- 2. The By-laws of The Order of Australia Association dated December 2023.

3. GP14 Social Media Procedure.
4. G8 Privacy Policy.
5. G11 Complaints Policy

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