



Big Brothers Big Sisters
of Nelson-Tasman

Tuakana Teina

SOCIAL MEDIA POLICY

Application

This policy applies to all staff, Board members and participating volunteers involved with Big Brothers Big Sisters of Nelson-Tasman (BBBS).

Purpose

The purpose of this policy is to

- a. Provide guidance to staff, board and volunteers with respect to both personal and official use of social media, and
- b. Ensure that the use of social media by staff, board and volunteers is consistent with the organisation's strategic goals.

This policy is broad in nature to accommodate the fast changing landscape of social media.

Definitions

In this policy

- Social media means a dialogue allowing people to socially interact with one another online; some examples of social media sites and applications include Facebook, YouTube, Twitter, blogs and other sites that have content based on user participation and user-generated content

Principles

- BBBS supports the use of managed social media as a way of facilitating communication and dialogue between its various audiences e.g. staff, board and volunteers with the wider community and business sectors, and media.
- Staff, board and volunteers must always be alert to the fact that postings on social media sites can be immediate, public and permanent. Note: consequential actions to modify or delete content can aggravate and escalate situations.

Personal social media involvement

A staff member, board and/or volunteer using a social media site as a private individual:

- a. Must not post confidential or proprietary information about BBBS staff and board and volunteers.
- b. When posting about the organisation, this must be done in a professional manner and must always consider how the post may reflect on BBBS this is particularly relevant when the subject matter is controversial

- c. Must consider the privacy of staff, board and volunteers and must not post photos, videos, or details of internal conversations that may identify them without their permission
- d. Must not use the BBBS logo, branding or other identification on personal social media pages unless sharing an official BBBS post or with prior approval from BBBS Management.
- e. Must not use the name of BBBS logo or brand to promote a product, cause, political party, or national or local government candidate
- f. Must ensure that any information posted about BBBS is factually correct.

Big Brothers Big Sisters of Nelson-Tasman Social Media Presence

A staff member who wishes to establish an official BBBS social media presence must seek prior approval to do so from the BBBS Management.

Authority to approve the establishment of any BBBS social media presence rests with the BBBS Management as part of the approval. A staff member will be identified as having responsibility for maintaining the site.

Any staff member identified as having responsibility for a BBBS social media presence must ensure that the information posted on the site is:

- a. Up to date and includes appropriate links to the BBBS webpage
- b. Accurate and factually correct
- c. Professional in tone and style.

The BBBS Management has authority to moderate any BBBS content on any social media site and to delete any posts that, in his or her opinion, pose a reputational risk to the organisation.

Staff who wish to have any social media site content relevant to BBBS moderated may only do so in consultation with the BBBS Management.

Responsibility for monitoring compliance

The BBBS Management is responsible for monitoring compliance with this policy and reporting any breaches to the Board.

Breaches of this policy may result in disciplinary action, warnings, suspension, termination of employment and/or civil or criminal prosecution.

Connecting with Young People and Parents using Social Media

During the course of the match, volunteers and staff will not connect with young person or their parents via social media, except with permission from the Manager. Exceptions may be considered where other modes of communication are unavailable to the volunteer or staff. In these instances, risk caused by the inability to sustain/support the match will be the primary reason for the exception. Parents must give their consent for a volunteer or staff to connect with their child through social media.

Social Media Guidelines

Do's and Don'ts of Social Media Use

1. All participants in social media act ethically at all times and with integrity, mutual trust and respect for others.
2. The organisation needs to be confident that the online activities of staff, board and committee members and participant volunteers do not undermine the interests of BBBS.
3. Contributions made on line should be in a manner which enhances the BBBS reputation.
4. Any comments made should include a simple and visible disclaimer such as '*these are my personal views and not those of Big Brothers Big Sisters*'.
5. Make sure that what you write about is accurate, truthful and is within your area of expertise.
6. Never comment on legal matters.
7. Never attack, defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of players, clubs, employees, colleagues or external third parties via online activities.
8. Do not post, upload, distribute or disseminate any inappropriate, profane, defamatory, discriminatory, false, misleading, infringing, obscene, indecent or unlawful material or information.
9. Do not post any personal or sensitive details including but not limited to images where people can be identified without first having obtained permission to do so.
10. Do not give rise to rumours or comment on rumours in any way – also, do not deny or confirm them.

Social Media Guidelines for Mentors

Please don't befriend your young person or their parents/caregivers on Facebook, Instagram or other social media sites, however you may use Facebook Messenger for communication.

Please don't post photos of your mentee. This is because we do not obtain permission for volunteers to post pictures of their mentees on their personal social media site(s). Send them to BBBS and we can post them on our page if appropriate. You can then share our post.

Date Implemented	Next Review Date	Policy approved on	Signed
October 2017	August 2023	12 May 2020	