

POLICY: USE OF SOCIAL MEDIA



Link to Strategic Plan:

ENGAGEMENT: An aware and engaged community

SUSTAINABILITY: A strong, respected, sustainable and accountable organisation

The Moreton Bay Foundation Limited (TMBF) acknowledges the importance of, and is committed to implementing and managing (including mitigating any risks) respectful and ethical use of social media, in communicating with stakeholders and other supporters (collectively called “Stakeholders” for the purposes of this Policy and any associated Procedure document/s). This policy outlines the principles of TMBF’s approach to, and ethics of, social media use by TMBF.

Definition:

“social media” means any communication activity that utilises internet-based platforms and applications (such as LinkedIn, Facebook, MySpace, Message Boards, Blogs) and enables users to create and share content or to participate in digital social networking.

“TMBF” includes The Moreton Bay Foundation Limited, The Moreton Bay Foundation Trust and any employee, Board member, Management Committee member, contractor and other agents of either entity.

PRINCIPLES:

Principle One: Respect for all Stakeholders, and adhering to TMBF Values

All social media content and processes developed and managed by TMBF should be respectful and consistent with TMBF’s values, and align with TMBF’s strategic objectives.

Principle Two: Protection of TMBF’s reputation and minimising Legal Risk

Any social media activity by TMBF will aim to preserve or enhance TMBF’s reputation, and not defame any individual or organisation.

Principle Three: Separation of TMBF social media accounts and personal accounts.

1. The personal social media account of any employee, Board member, Management Committee member, contractor and other agent of TMBF will be kept separate, wherever practical, for TMBF’s social media accounts.
2. The personal views expressed by any person through TMBF’s social media do not imply TMBF endorsement of those personal views.