

SOCIAL MEDIA POLICY

Policy number	09A	Version	001
Drafted by	Support Services Coordinator	Approved by CEO on	22 February 2021
Responsible person	CEO	Scheduled review date	22 February 2023

1. PURPOSE

This policy outlines how we use social media, our expectations of visitors to our Social Media Channels, and how we manage and moderate interactions on those Social Media Channels.

2. INFORMATION

The aim of our Social Media Channels is to raise awareness of arthritis and to share reliable information about the different types of arthritis, their management, and associated health and wellbeing issues. We also use our Social Media Channels to promote the services we offer at Arthritis Queensland. Some of our peer support programs are delivered via secure groups hosted on our Social Media Channels. From time to time, we may also share information about our volunteer and fundraising programs.

3. SCOPE

This policy applies to all staff, volunteers and contractors who have access to or control of our social media channels. It also applies to visitors to our Social Media Channels.

4. DEFINITIONS

Social Media Channels include but are not limited to Facebook, Instagram, Twitter and LinkedIn.

5. POLICY

We welcome comments, discussion and sharing of information on our Social Media Channels.

Any staff member, volunteer, contractor or visitor to our Social Media Channels is expected to engage in a way that:

- Is not defamatory of any person or organisation, deceiving, obscene, offensive, threatening, abusive, hateful, inflammatory or promotes violence.
- Does not promote hate or discrimination based on any personal characteristic such as age, race, religion, culture, sexual orientation, gender, nationality, disability, sexual orientation, or age.
- Does not provide medical advice or instruct others to alter their medical treatments.
- Is not off-topic, or irrelevant to the topic being discussed.

- Is not primarily political or religious in nature.
- Does not contain spam, including repetitive or excessive postings on a particular issue.
- Does not contain any advertising, promotion of services provided by other individuals or organisation or otherwise attempts achieve personal gain (without Arthritis Queensland’s written consent).
- Does not include personal or private information - for example, names, email addresses, private addresses, or phone numbers - or other details which may risk personal privacy and safety.
- Does not encourage the performance of any illegal activity.
- Does not actively promote the sharing of misinformation (either intentionally or unintentionally) which we feel may be detrimental to the health and wellbeing of others.
- Does not give the impression that they are representing, giving opinions or making statements for, or on behalf of Arthritis Queensland, without express consent.
- Does not breach any of the terms of any of the social media platforms themselves.

We reserve the right to determine whether a comment or post constitutes a breach of this policy. Additionally, we reserve the right to hide or remove comments in breach of this policy, or to block users from our Social Media Channels who repeatedly or seriously breach this policy, with or without explanation.

6. RELATED DOCUMENTS

Complaints and Compliments Policy

POLICY VERSION AND REVISION INFORMATION

Action	By	Changes	Version	Date
Created	Support Services Coordinator		001	17.02.21
Approved	CEO		001	22.02.21