

Social Media Policy

1. Purpose and Objective

The Heart Foundation recognises Social Media is an increasingly important communications channel and recognises the value of using it to build more meaningful relationships with its stakeholders.

This policy contains the Heart Foundation's rules in relation to social media, and outlines practices, and procedures for Employees using social media, either on their own time or when representing the Heart Foundation.

2. Scope / Coverage

This Policy applies to all Heart Foundation honoraries, volunteers and staff, and outlines protocols for using social media to undertake official Heart Foundation business and provides guidance for personal use of social media.

3. Relevant Legislation and Related Documents

- Code of Conduct
- Information Communications Technology (ICT) Policy
- Privacy Policy
- Conflict of Interest Policy
- Discrimination, Harassment and Bullying Policy

4. Definitions / Abbreviations

Social media - Social media consists of websites and applications that allow users to create and share content and to participate in social networking. Social Media may include (although is not limited to):

- social networking sites, including Facebook, LinkedIn, Twitter, Instagram, Snapchat, YouTube, Pinterest, Tik Tok.
- corporate networking tools, such as SharePoint, and One Drive.
- media sites hosting articles with comments
- podcasting sites, for example SoundCloud
- blogs, including corporate blogs and personal blogs
- wikis, for example Wikipedia
- forums, discussion boards and groups (e.g. Google groups, Whirlpool)
- online multiplayer gaming platforms (e.g Fortnite)

5. Policy

The Social Media Policy outlines protocols for using social media to undertake official Heart Foundation business and provides guidance for employees in their personal use of social media or making public comment online.

The Heart Foundation recognises social media is an increasingly important communication channel. It enables the creation and support of an online Heart Foundation community.

Social Media offers the Heart Foundation enormous potential for:

- Providing education and information
- Supporting and encouraging volunteers and supporters
- Raising community awareness of our work and advocacy
- Event promotion
- Fundraising

5.1 *Official use of Social Media*

The same high standards of conduct and behaviour generally expected of Heart Foundation employees also apply when participating online through social media. Online participation should reflect and uphold the values, integrity and reputation of the Heart Foundation.

Employees are not authorised to speak on behalf of the Heart Foundation unless specifically authorised to do so in their role.

5.2 *Personal use of social media*

Heart Foundation employees have the same right to freedom of expression as other members of the community.

The Heart Foundation respects the right of employees to participate in political, advocacy, and community activities. In doing so, however, employees must behave in a way that does not seriously call into question their capacity to act apolitically and impartially in their work. It is also important that the reputation of the Heart Foundation is not placed at risk by comments that our employees make.

Employees should be aware that content published online and on social media is, or may become publicly available, even from personal social media accounts. We expect you to take reasonable steps to ensure that any social media use or public comment you make, including online, falls within the following parameters. Employees should be mindful that their behaviour is bound by the Heart Foundation Values and Code of Conduct, and the Information Communications Technology (ICT) Policy always, even outside work hours and when material is posted anonymously or using an alias or pseudonym.

Employees must ensure they:

- Don't use a work email address to register personal social media accounts
- Don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about work, colleagues, peers or the HF.
- Don't make comments that are, or could be perceived to be:
 - made on behalf of the Heart Foundation, rather than an expression of a personal view
 - compromising their capacity to fulfil duties as an Heart Foundation employee in an impartial and unbiased manner. This applies particularly where

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- comment is made about the Heart Foundation policies, programs and services
 - critical of Heart Foundation employees or figures in the Heart Foundation
 - critical of the Heart Foundation clients or other stakeholders
 - a gratuitous personal attack that relates to their employment
 - prejudicial to the integrity or good reputation of the Heart Foundation
 - compromising public confidence in the Heart Foundation
- make clear that any views expressed are their own, and not those of the Heart Foundation. However, this will not necessarily protect them from breaching the code.

When considering making personal comments, employees should reflect on the following questions:

- could your comments cause the Heart Foundation supporters or other stakeholders to lose confidence in your ability to work in an impartial and professional manner?
- are your comments consistent with how the community expects the Heart Foundation to operate and behave?
- could your comments lower or undermine the reputation of the Heart Foundation?
- are your comments lawful? For example, do they comply with anti-discrimination legislation and laws relating to defamation?
- would you be comfortable if your manager read your comments?
- what if someone takes a screenshot of your comments and then circulates these around?

5.2.1 *Staying Safe*

Employees should always exercise discretion and judgment when making public comment or participating online. Generally, if in doubt employees should seek advice from their supervisor or email socialmedia@heartfoundation.org.au before taking any action.

5.2.2 *The internet is forever*

Content published on the internet can remain public indefinitely. Content can also be replicated and shared beyond the original intended audience who may view it out of context or use it for an unintended purpose. For example, private messages or posts can be saved, screenshot, and made public – with little potential for recourse. It is important to be aware that according to the terms and conditions of some third-party sites, the content published is the property of the site where it is posted and may be re-used in ways that were not intended.

Before posting to a social media site it is important for users to understand the tool/platform, read the terms of service and user guides, and look through existing content to get an idea of the posting etiquette and any cultural and behavioural rules or protocols associated with that social media platform.

Do not rely on a social media site's default or adjustable security settings as any guarantee of privacy. Even if employees do not identify themselves online as a Heart Foundation employee, they could be identified as one by other people. Posts can be traced back to individual employees and they can be identified as an employee even if they were posted anonymously or using a pseudonym.

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6. Roles and Responsibilities

Role: Board	
Responsibility	Frequency
Ensures that the Policy is in place and is reviewed.	Ongoing
Role: Group CEO	
Responsibility	Frequency
Ensures that the Heart Foundation develops procedures and controls to implement the policy.	Ongoing
Role: Executive Group	
Responsibility	Frequency
Oversee, review and approve this Policy	Every two years
Role: People Leaders	
Responsibility	Frequency
Ensure staff, volunteers and themselves are aware of and comply with this Policy.	Ongoing
Role: All Staff	
Responsibility	Frequency
Comply with the policy	Ongoing

7. Review and Document Control

The policy is to be reviewed every two years or as determined by the Board.

Policy Type	Operational Policy
Function Owner	Marketing
Version Number	1.0
Approved Date	20/10/2020
Scheduled Review Date	20/10/2022

8. Attachments

Nil.