

TSANZ Social Media Policy

INTRODUCTION

Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with TSANZ's Media Relations Policy in order to maximise our social media reach while protecting our public reputation.

PURPOSE

TSANZ may choose to engage in social media such as:

- Twitter
- Facebook
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

TSANZ seeks to encourage information and link-sharing amongst its membership, staff and volunteers, and seeks to utilise the expertise of its employees and volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that TSANZ wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

CORE POLICY

TSANZ's social media use shall be consistent with the following core values:

- **Integrity:** TSANZ will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.
- **Professionalism:** TSANZ's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of TSANZ using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.

- **Information Sharing:** TSANZ encourages the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its members.

TSANZ should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.