5.3 Volunteer Social Media Policy

**Purpose**

The purpose of this policy is to ensure that the online voice of <Insert Organisation Name> is clever, effective, cohesive and professional.

**Background**

Social media is a range of web-based functions that provide a new way of using the internet to communicate an organisation’s key messages to their stakeholders. Platforms include but are not limited to blogging, wikis, podcasts and peer-to-peer networking. Social media tools include but are not limited to social networking sites Facebook, LinkedIn, Instagram and Twitter, online collaborative encyclopaedia Wikipedia, online photo sharing site Flickr and online video-hosting sites YouTube, Vimeo and Vine.

**Policy**

Only authorised staff may use <Insert Organisation Name>’s social media platform. The CEO will authorise users; the <Insert Position> is responsible for all volunteer communications and may designate responsibilities to supervising or relevant staff.

All communications made using social media platforms are subject to federal and state legislation and <Insert Organisation Name>’s policies and procedures as outlined in the Commitment to Volunteer Involvement Policy and Procedure and in accordance with the Volunteer Confidentiality and Privacy Policy and Procedure. Volunteers are to treat every communication in a professional manner, via telephone, email, face-to-face or via social media. Volunteer expectations in relation to social media will be included in the volunteer’s induction to <Insert Organisation Name>. The <Insert Position> or designated supervising staff may provide further clarification as needed.

**Responsibility**

This policy affects all volunteers; its application lies with the <Insert Position> and supervising staff.

**Standards**

1.1-1.4, 2.1-2.3, 3.4, 5.1, 5.3, 5.4, 6.1, 6.2, 8.1, 8.2

**Related Policies and Procedures**

* Volunteer Reimbursement Procedure
* Volunteer Induction and Orientation Policy and Procedure
* Risk Management Policy and Procedure
* Documentation and Records Policy and Procedures
* Volunteer Confidentiality and Privacy Policy and Procedure
* Volunteer Grievance and Dispute Resolution Policy and Procedure
* <Insert Organisation Name> Staff Grievance Policy and Procedure
* <Insert Organisation Name> Staff Confidentiality and Privacy Policy and Procedure

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| Approved | CEO, | Signature |  |
| Review | Annual | Next Review Date |  |