



**LACROSSE
VICTORIA**

LV SOCIAL MEDIA POLICY (INTERNAL)

INTRODUCTION

Social media such as Twitter, Facebook, Google+, Instagram, 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 *Lacrosse Victoria's* External Social Media Policy in order to maximise our social media reach while protecting our public reputation.

PURPOSE

Lacrosse Victoria may choose to engage in social media such as:

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

Lacrosse Victoria 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 *Lacrosse Victoria* 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

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

- **Integrity:** *Lacrosse Victoria* 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:** *Lacrosse Victoria'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 *Lacrosse Victoria* using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** *Lacrosse Victoria* encourages the sharing and reposting of online information that is relevant and appropriate to its aims and of interest to its members.

Lacrosse Victoria 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.

SOCIAL MEDIA PROCEDURES

RESPONSIBILITIES

The Board shall nominate a Communications Officer to co-ordinate *Lacrosse Victoria's* social media management.

The Communications Officer will oversee expansion of social media and help to develop the Social Media Strategy in line with the organisation's External Social Media Policy.

Staff and volunteers may, from time to time and where appropriate, post on behalf of *Lacrosse Victoria* using the organisation's online social media profiles. This is to be done only with the express knowledge and authorisation of the Communications Officer.

The Communications Officer has ultimate responsibility for:

- Ensuring that all posts are in keeping with *Lacrosse Victoria's* core Social Media Policy.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

DELEGATION

Social media is often a 24/7 occupation; as such, such responsibilities as outlined above may be delegated by the Communications Officer to another appropriate staff member/volunteer.

PROCESSES

POSTING TO SOCIAL MEDIA

Before social media posts are made, volunteers and staff should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to *Lacrosse Victoria's* members and stakeholders?
- Is the information in keeping with the interests of the organisation and its constituted aims?
- Could the post be construed as an attack on another individual, organisation or project?
- Would *Lacrosse Victoria's* donors be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that *Lacrosse Victoria* would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by *Lacrosse Victoria*? Does it maintain the organisation's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Communications Officer. A few moments spent checking can save the organisation big problems in the future.

DAMAGE LIMITATION

In the event of a damaging or misleading post being made, the Communications Officer should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, revert to the Our Community helpsheet: [What to do in a Media Crisis](#).

MODERATING SOCIAL MEDIA

The reputation of *Lacrosse Victoria* is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Excessive or inappropriate use of swearing
- Defamatory, slanderous or aggressive attacks on *Lacrosse Victoria*, other individuals, organisations, projects or public figures
- Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license

- Breach of data protection or privacy laws
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting *Lacrosse Victoria's* posting guidelines.
- Under no circumstances should a *Lacrosse Victoria* representative engage the poster directly or make reference to the offending poster or post within the social media stream that the post was found or indeed any other social media stream.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible
- Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to block, ban and remove posts ultimately lies with the Communication Officer, but may, at their discretion, be delegated to responsible staff and volunteers.