

# Social Media Policy and Procedure

## 1.0 Purpose

The purpose of this policy is to outline the responsibilities of SilaCa Tasmania Pty Ltd staff, including management, volunteers, and contractors, in relation to the safe, respectful, and lawful use of social media. It ensures that all online engagement upholds privacy, confidentiality, and the rights of participants, staff, and the organisation.

This policy applies when staff:

- Contribute to official SilaCa Tasmania Pty Ltd social media platforms
- Represent SilaCa Tasmania Pty Ltd in online forums or support groups
- Refer to SilaCa Tasmania Pty Ltd programs, services, or participants on personal accounts

This policy does not restrict the personal use of social media by staff, provided that SilaCa Tasmania Pty Ltd is not referenced, and organisational or participant information is not disclosed in any form.

Failure to comply with this policy may result in disciplinary action, as inappropriate social media use can breach legal, ethical, and contractual obligations.

## 2.0 Scope

The policy applies to all staff including those assisting participants with social media. It covers responsibilities relating to online safety, privacy, dignity, and consent when participants engage in digital platforms.

## 3.0 Definition

| Term               | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Social Media tools | <p>Social media platforms allow users to share and upload media content such as photographs and videos (with comments) to the internet quickly and easily. Social networks are one of the fastest-growing areas in modern communications technology and effectively encourage two-way conversations with stakeholders.</p> <p>Some examples are:</p> <ul style="list-style-type: none"> <li>• Social Networking sites such as Facebook, Twitter, Skype, Google</li> <li>• Blogs such as Tumblr, e-news and so on</li> <li>• Video and photo-sharing sites such as Flickr and YouTube</li> <li>• Micro Blogs such as Twitter</li> </ul> |

Version: 1 Date approved: 31/07/2025

Approved by: J Croft - Director Next review date: 31/07/2026

| Term | Description                                                                                                                                                                                                                       |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|      | <ul style="list-style-type: none"> <li>• Weblogs <ul style="list-style-type: none"> <li>• Forums, discussion boards and webinars</li> <li>• Encyclopaedias such as Wikipedia</li> <li>• Online communities</li> </ul> </li> </ul> |

## 4.0 Policy

SilaCa Tasmania Pty Ltd is committed to ensuring that all social media engagement is respectful, lawful, and consistent with the NDIS Code of Conduct, NDIS Practice Standards, and broader safeguarding expectations.

All use of social media must:

- Protect the privacy, dignity, and confidentiality of participants and staff
- Avoid exposure to harm, including bullying, grooming, online exploitation, or reputational damage
- Promote safe, inclusive, and ethical communication

Staff are encouraged to contribute to SilaCa Tasmania Pty Ltd's official social media platforms and digital communities, where appropriate and authorised.

SilaCa Tasmania Pty Ltd will host and manage online platforms such as websites, blogs, and social media accounts (e.g. Facebook, X/Twitter, and LinkedIn). Contributions must reflect the organisation's values, mission, and professional standards.

Any participant content shared online must be:

- Supported by informed, voluntary, and specific written consent
- Reviewed regularly to confirm continued agreement
- Removed immediately if consent is withdrawn

Where social media activity results in suspected or actual harm to a participant, this will be managed in line with the NDIS (Incident Management and Reportable Incidents) Rules 2018, and reported to the NDIS Commission where required.

Staff must not use social media to:

- Make unauthorised references to participants or internal operations
- Share identifying information, images, or sensitive details without written consent
- Express personal views that could bring the organisation into disrepute
- Engage in discriminatory, offensive, or inappropriate discussions related to their role at SilaCa Tasmania Pty Ltd

**Version:** 1 **Date approved:** 31/07/2025

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Social media activity will be monitored periodically to ensure compliance and to address any risks or concerns.

#### **4.1 Principles**

The following principles apply to the professional use of social media on behalf of SilaCa Tasmania Pty Ltd and personal use of social media when referencing SilaCa Tasmania Pty Ltd, staff and participants.

1. Staff must adhere to the SilaCa Tasmania Pty Ltd Code of Conduct, Staff Handbook, and other organisations' policies when using social media about SilaCa Tasmania Pty Ltd
2. Staff must be aware of their actions' effect on their reputation and the reputation of SilaCa Tasmania Pty Ltd. The information that staff post or publish may be public information for a long time
3. Staff must observe content and information made available by management through social media. Staff should use their best judgement in posting material that is neither inappropriate nor harmful to SilaCa Tasmania Pty Ltd its staff and or participants
4. Written informed consent will be obtained and documented for any use of participant images, videos, or stories on social media. This consent may be withdrawn at any time, and withdrawal must be respected immediately
5. Staff will ensure social media use protects participants and staff from online abuse, exploitation, or harassment. Any instances of inappropriate online contact or suspected exploitation must be immediately reported to management for action
6. Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, defamatory images, pornographic, proprietary, harassing, libellous, or that can create a hostile work environment
7. Staff are not to publish, post or release any information considered confidential or not public. Staff should check with the Manager or their immediate supervisor if there are questions about what is considered confidential
8. Social media networks, blogs and other online content sometimes generate press and media attention or legal questions. Staff should refer these inquiries to authorised SilaCa Tasmania Pty Ltd spokespersons/senior management
9. Staff encountering a situation while using social media that threatens to become antagonistic, then they should disengage from the dialogue politely and seek the advice of management
10. Staff must seek permission before referring to or posting images of current or former staff, participants, vendors or suppliers. Additionally, staff should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property. Use of participant and staff images requires written consent before publication
11. Social media use must not interfere with staff responsibilities. SilaCa Tasmania Pty Ltd technology and computer systems are to be used for business purposes only by management and/or designated people. Social media is permitted for business purposes using SilaCa Tasmania Pty Ltd computer systems
12. Personal use of social media networks or personal blogging of online content is prohibited, and

disciplinary action is undertaken

13. Social media practices must comply with our Information Management Policy and Procedure, and ensure adherence to Privacy Act 1988, including the Australian Privacy Principles (APP), as well as NDIS information management expectations
14. Social media content must reflect culturally safe and respectful communication, particularly for Aboriginal and Torres Strait Islander participants and Culturally and Linguistically Diverse (CALD) participants
15. Subject to applicable law, after-hours online activity that violates the SilaCa Tasmania Pty Ltd Code of Conduct or any other company policy may subject staff to disciplinary action and/or termination

## **4.2 Purpose of Social Media**

When posting social media content to social networking sites, it is helpful to remember the reasons for doing so. When using SilaCa Tasmania Pty Ltd pages, the aims should be to:

1. promote the values and beliefs of SilaCa Tasmania Pty Ltd
2. reach a wider, more diverse audience, with a focus on the organisation and current/prospective participants in a more diverse setting
3. Educate, inform and entertain
4. connect with local services that will assist members of the SilaCa Tasmania Pty Ltd social media community
5. create a local network of services that will assist in instantaneous information sharing and provide instantaneous access to support for carers
6. promote and implement online support groups
7. provide access and support to the SilaCa Tasmania Pty Ltd website
8. learn about SilaCa Tasmania Pty Ltd and the community needs
9. lift statistical data that will assist in navigating SilaCa Tasmania Pty Ltd through instantaneous feedback on local issues being discussed monthly
10. promote events by creating event pages and inviting the participants and volunteers of SilaCa Tasmania Pty Ltd to attend

## **4.3 Staff Responsibilities**

When using social media sites, staff should:

- be aware of privacy and anti-discrimination acts and laws
- adhere to the organisation's values and Code of Conduct policy that applies in the work environment
- promote the values and goals of our organisation
- educate / inform / contribute
- respect all stakeholders
- report any suspected online abuse, grooming, harassment, or exploitation of participants under the NDIS Incident Management Policy

Version: 1 Date approved: 31/07/2025

Approved by: J Croft - Director Next review date: 31/07/2026

- be responsible for ensuring participants' online safety and capacity to engage safely, including helping participants block/report abusive content
- withhold confidential information
- respect the privacy of fellow staff and colleagues
- agree the content and contact information remain the property of SilaCa Tasmania Pty Ltd
- reflect the mission and goals of SilaCa Tasmania Pty Ltd
- provide positive feedback, and the Manager will be informed of any correspondence or negative feedback
- be transparent, admit to mistakes
- protect yourself - be judicious when writing on social media platforms. Once the material has been made public, it can be quickly disseminated and difficult to reclaim
- show respect for your audience
- identify these as your own when making comments or opinions, not those of SilaCa Tasmania Pty Ltd or its programs. Consider using a disclaimer where appropriate: "The views expressed in this blog are my own and not those of SilaCa Tasmania Pty Ltd"

#### **4.3.1 Moderation**

After management consultation, all defamatory postings will be removed by the Manager or their delegate on behalf of SilaCa Tasmania Pty Ltd.

Defamatory postings include, but are not limited to, those that are: racist, sexist, prejudicial in any way, threatening, insulting, unlawful and threatening to another's privacy.

All posts, comments, and images involving participants will be moderated to ensure safeguarding, respect, and cultural safety.

All breaches of participant dignity, safety, or privacy observed on social media will be recorded and escalated as incidents under the NDIS (Incident Management and Reportable Incidents) Rules 2018. Staff must immediately notify the Manager of such instances.

#### **4.4 Maintenance**

The Manager will assign responsibility for maintaining an online social presence and analysing results, including:

- training and assisting staff and volunteers in the benefits of social media
- training and assisting participants, upon request, to use social media, with special consideration to privacy issues
- assisting in setting up and developing an online presence, enabling other services to connect online
- sharing and distributing by adding "email this to a friend" links or "add to Facebook" links, and other means available

**Version: 1    Date approved: 31/07/2025**

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- submitting to social media sites
- tracking blog and social media page mentions
- responding to posts and comments, particularly to negative feedback, in consultation
- recording and management of statistics for events
- uploading new content for information sharing, photos, podcasts and film regularly

#### **4.5 Implementation, Monitoring and Review**

The Manager delegate is responsible for implementing and monitoring this policy, which will be reviewed annually from its endorsement unless a review is required earlier for auditing purposes.

#### **4.6 Role of the Manager or their delegate**

- manage the day-to-day running of the social media pages, blogs, and support groups' pages, and track/update all event and information posts
- Ensure all content follows the core beliefs and values of SilaCa Tasmania Pty Ltd
- Seek input from staff and relevant others in the community
- Advertise local events, groups or information after seeking approval from management
- check social media pages daily and throughout the day to manage pages effectively
- monitor feedback posted in comment feeds, lifting data that will assist with the navigation of the organisation
- answer any negative feedback upon consultation with the management
- removed immediately, all defamatory material, comments, and links posted that are deemed inappropriate
- create support group pages that complement current programming and promote self-management within the groups to assist with the enabling and wellness approach
- answer queries sent by users after liaising with the Manager

#### **4.7 Service Specific Social Media Site**

The use of service-specific social media sites, e.g. Facebook page:

- The page will not be branded using the SilaCa Tasmania Pty Ltd logo to avoid confusion with the official SilaCa Tasmania Pty Ltd Facebook page but will use reference to "SilaCa Tasmania Pty Ltd" as part of the name of the page
- Any comments that could not be said at a conference or media should not be posted online. If you are unsure about posting something or responding to a comment, ask the Manager for guidance

#### **4.8 Guiding Principles of Posting on Social Media Sites**

Only authorised people may speak on behalf of SilaCa Tasmania Pty Ltd. Authorised speakers must adhere to the following principles and those already listed above.

- **Acknowledge who you are:** If you are representing SilaCa Tasmania Pty Ltd when posting on a social media platform, you must acknowledge this
- **Have a plan:** You should consider your message, audience and goals, and a strategy for keeping information on social media sites up-to-date in line with all of SilaCa Tasmania Pty Ltd's strategies for online communication and public awareness
- **Protect SilaCa Tasmania Pty Ltd's reputation:** Posts on social media sites should remain professional in tone and good taste
- **Accuracy:** Ensure that any content you publish is factually accurate and complies with relevant company policies, particularly confidentiality and disclosure—review content for grammatical and spelling errors
- **Area of responsibility/influence:** Only offer advice, support or comment on topics that fall within your area of expertise and responsibility at SilaCa Tasmania Pty Ltd
- **Respect:** Be respectful of all individuals and communities you interact with online. Be polite and respectful of others' opinions
- **Consider the future:** What sounds great to the audience today could reach an unintended audience tomorrow with unexpected consequences
- **I didn't mean it that way:** Remember that others, including the media, may use your material for purposes completely different from what you intended
- **Using other people's materials:** When using social media, assume that all music, videos, photographs, articles, logos, brand names and other content you did not create are protected by copyright laws. If you would like to use any of these materials, you must obtain permission or licenses from the copyright owner. Instead, consider creating a link to the website where the content is hosted

#### **4.9 Social Media Daily Checklist**

1. Check social media by 9 am. Make changes to any feeds approved from the previous day, look at feedback and comments from social media site users
2. Remove derogatory material and make a note of all informal and informal feedback and or complaints
3. Forward complaints to the Manager, Upload any information approved from the previous day
4. Upon receiving feedback from the management, the Manager delegated officer will manage informal feedback and or complaints directly
5. Check social media at lunchtime and make changes or upload approved items as necessary
6. Collaborate and consult with the Manager or their delegate for the following day's social media updates
7. Compile updates for the following day and seek approval from the Manager or their delegate
8. Final afternoon check of social media sites, collation of the day's feedback and distribution to relevant stakeholders

9. Any suspected breach of privacy, dignity, or participant safety via social media must be immediately reported under the Incident Management and Reportable Incidents framework and the Complaints and Feedback Policy and Procedure
10. Where participants are supported to use social media, staff will provide information and guidance on safe and appropriate online behaviour, aligned with participant rights, privacy, and NDIS Practice Standards. Staff will support participants to understand risks and maintain safety and dignity online

#### **4.10 Social Media Training**

The Manager's delegate will:

- develop training packages to present to participants wishing to learn how to access and use social media and its sites
- assist staff in linking to the SilaCa Tasmania Pty Ltd support page
- link staff into social media support groups
- develop appropriate support groups to assist with the individual staff members' needs
- develop social media strategies to assist the staff's enablement in developing a support network using social media

#### **5.0 Related Documents**

- Human Resource Management Policy and Procedure
- Information Management Policy and Procedure
- Participant Safeguarding Policy
- Complaints and Feedback Policy and Procedure
- Reportable Incident, Accident and Emergency Policy and Procedure

#### **6.0 References**

- NDIS Practice Standards and Quality Indicators (2021)
- NDIS Code of Conduct (2018)
- Australian Privacy Principles (APPs)
- Privacy Act 1988 (Commonwealth)
- Communications Council Best Practice Guide:  
[http://www.webindustry.asn.au/documents/Social\\_Media\\_Code\\_of\\_Conduct.pdf](http://www.webindustry.asn.au/documents/Social_Media_Code_of_Conduct.pdf)
- Australian Government Office of the Privacy Commissioner:
- Voices of the Staff Guidelines for the Use of Social Media:  
<http://voices.umich.edu/docs/Social-Media-Guidelines.pdf>