

Youth Solutions – Communication

1 Introduction

Youth Solutions embraces social media as an important communication tool and recognises the need for a policy. This policy aims to guide Youth Solutions' use of social media, protect the reputation of Youth Solutions and maintain a safe and friendly environment for its social media users.

2 Purpose, scope and outcomes

The purpose of this policy is to provide guidance to anyone who accesses or engages with Youth Solutions' social media platforms, including, but not limited to, *Facebook, Twitter, YouTube, Instagram* and *Linked In*.

3 Definitions

Please refer to the Policy and Procedure Definitions document, section 6.1 Communication, for all definitions.

4 Principles

Youth Solutions' staff and social media delegates must act in accordance with this policy and with the following related policies: Policy – Code of Ethics and Conduct, Policy – Communications and Media, Policy – Copyright and Policy – Privacy and Confidentiality.

Staff and social media delegates should also refer to and follow the Procedure – Social Media.

Youth Solutions will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations or individuals.

Youth Solutions' social media represents the organisation as a whole and should seek to maintain a professional tone that is consistent with the organisations' service and strategic goals and directions. Social media posts should be in keeping with the image that Youth Solutions wishes to present to the public and posts made through its social media channels should not damage the organisation's reputation in any way.

Youth Solutions encourages the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its service users and stakeholders. Youth Solutions seeks to encourage this 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.

Youth Solutions should work to grow its social media followings to engage with existing and potential service users, members, donors and stakeholders. Refer to Manual – Social Marketing and Communications Strategy for more information. At the same time, a professional balance must be struck to avoid placing the organisation's reputation at risk.

5 Policy details, action and procedures

5.1 The role of social media

Youth Solutions must view and use social media as an important and necessary tool for communicating with Youth Solutions' service users, stakeholders, supporters and the wider community.

In line with current trends, social media has increasingly become one of the key channels for Youth Solutions to communicate effectively with, and promote its messages to, young people, stakeholders, supporters and the wider community.

Youth Solutions' currently has the following social media accounts:

Facebook – [youthsolutionsnsw](#)

Twitter – [youthsolutions](#)

YouTube – [YouthSolutionsNSW](#)

Instagram – [youth_solutions](#)

Linked In – [company/youth-solutions-ys](#)

The Chief Executive Officer (CEO) and Community Relations & Communications Coordinator (CRCC) also have personal Linked In accounts, which are sometimes used to communicate with Youth Solutions' corporate sector.

Youth Solutions uses social media for several purposes, including to:

- increase awareness of the organisation and its goals
- engage with young people, stakeholders, supporters and the wider community
- enhance community understanding of its target group and broader drug and alcohol issues
- promote the work, programs, events and activities of the organisation
- share knowledge and improve understanding of its service users, stakeholders, and the broader community
- increase the profile of the non-government drug and alcohol sector
- promote the health and wellbeing of young people and the wider community
- educate young people, and the wider community, in line with the Service's goal of promoting health and preventing harm
- acknowledge its partners, sponsors, donors, supporters, staff, volunteers and students

Social media is used to assist and support the achievement of broader organisational strategic goals. For more information, refer to the [Manual – Social Marketing and Communications Strategy](#).

The CRCC is responsible for managing Youth Solutions' social media platforms and content, with support and approval from the CEO. For more information about posting content see: *5.2 Posting and Commenting*.

All staff are expected to support the organisation's social media platforms by assisting with content development, relevant to their role, and, where possible, positively engaging with the service's content.

5.2 *Posting and commenting*

All content posted on behalf of Youth Solutions on its social media platforms must be first recorded in the Register – Social Media and approved by the CEO. In the CEO's absence, the CEO may delegate part of the approval process for social media to the CRCC. In these situations, it is particularly important to ensure that content is carefully considered and uncontroversial.

Youth Solutions staff or other workers should refer to the Procedure – Social Media for information and guidance for planning, posting and moderating content on Youth Solutions' social media platforms, as well as the organisation's stance about personal use of social media.

Any user on the Youth Solutions page, including members of the public, Youth Solutions staff and/or other workers, must adhere to the following guidelines when developing and posting content or comments:

- all posts must respect copyright, fair use and disclosure laws
- users must not discuss personal details or make negative slanderous references to employees, volunteers, stakeholders or management. To make a complaint, email info@youthsolutions.com.au. Refer to the Policy – Consumer Feedback & Complaints Handling for more information
- users must not discuss personal or confidential information about themselves or anyone they know
- users must not publish offensive material that may damage an individual's reputation or cause embarrassment
- users must be polite, courteous and use appropriate, non-threatening language
- users must consider people's morals and beliefs. The purpose of Youth Solutions' social media is not to enforce opinions, but to create discussion

All content posted by Youth Solutions itself must also abide by these guidelines.

5.3 *Moderation*

Youth Solutions reserves the right to monitor and moderate all Youth Solutions social media platforms as it sees fit. Comments that do not meet the above guidelines will be removed by the CRCC or CEO at their discretion.

If a post contains one or more of the following, it will be deleted immediately:

- excessive or inappropriate language
- defamatory, slanderous or aggressive attacks on Youth Solutions, other individuals, organisations or public figures
- breach of data protection privacy laws
- spam, including links to other sites
- off-topic information
- advocating illegal activity
- promotion of personal agendas (ie political or religious organisations)
- infringement of copyrights or trademarks
- identifiable personal and/or medical information

Youth Solutions, where possible, will privately contact the user and explain why their post has been removed and will also reference this policy.

If the user continues to post inappropriate content, Youth Solutions reserves the right to ban or block the user to prevent them from posting again. Blocking or banning a user will only be used as a last resort, but it is a necessary action to maintain a safe and positive environment for all other users. Only the CEO can make the decision to block or ban a social media user.

5.4 Privacy and confidentiality

Youth Solutions encourages social media users to protect their own privacy and the privacy of others and not to post anything that is inappropriate or may breach confidentiality.

Do not post your own personal details or personal details of others. Personal details can include phone numbers, addresses, credit card or bank details or other sensitive information.

Personal information that results in a person being identified and located is considered an invasion of privacy and will not be permitted on Youth Solutions social media accounts.

All content posted by Youth Solutions itself must not breach any individual's privacy. See [Policy – Privacy and Confidentiality](#) for more information.

6 Delegations and responsibilities

Position	Delegation or task
Board	<ul style="list-style-type: none"> • Endorse the policy • Ensure compliance with relevant legislation • Comply with the policy • Delegate policy implementation and procedural development to management
Management	<p>CEO</p> <ul style="list-style-type: none"> • Comply with policy • Endorse associated procedures • Oversee the development and review of the policy and procedures • Manage implementation of the policy and associated procedures • Oversee Youth Solutions social media accounts by approving content, banning users if required and supporting the POC with management of social media platforms
Staff	<p>CRCC</p> <ul style="list-style-type: none"> • Comply with and review the policy • Develop and review associated procedures • Manage Youth Solutions social media, including moderation and creation of content (to be approved by the CEO) • Support continuous quality improvement initiatives relating to the policy and associated procedures • Provide advice and expertise (relative to role) in reviewing the policy and associated procedures <p>All</p> <ul style="list-style-type: none"> • Comply with the policy and associated procedures • Support continuous quality improvement initiatives relating to the policy and

	<p>associated procedures</p> <ul style="list-style-type: none"> • Provide advice and expertise (relative to role) in reviewing the policy and associated procedures • Assist in the development of Youth Solutions social media content, relative to role
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7 Policy implementation

This policy is developed in consultation with all employees and approved by the CEO.

This policy, together with the Procedure – Social Media and Manual – Social Marketing & Communications should be used to guide Youth Solutions staff and social media delegates when posting or planning any social media content.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy be reviewed regularly. This policy will be reviewed at least every two years from the date of its endorsement, unless a review is required earlier.

8 Risk management

This policy aims to guide the appropriate use of social media. By failing to follow this policy Youth Solutions risks damage to its reputation, stagnant engagement on social media platforms and potential legal action such as if privacy or copyright laws are breached.

Youth Solutions can mitigate these risks by following this policy and the related policies and procedures, including Policy – Communications and Media, Policy – Copyright, Policy – Privacy and Confidentiality, Procedure – Social Media and Manual – Social Marketing & Communications.

Communications and media, including social media, is a standing agenda item for Youth Solutions staff meetings to discuss any relevant issues, including social media and ethics.

9 Breaches

This policy is provided to assist users in accessing, posting or commenting on all Youth Solutions social media accounts. If users continuously breach any guidelines outlined in this policy this could result in their posts being removed from the site or the user being banned or blocked from all social media accounts.

Please see **5.3 Moderation**.

If Youth Solutions staff, Board Members, YAG or volunteers breach this policy they could face disciplinary action, including dismissal from their role. See Policy – Disciplinary Action for more information.

10 References to other relevant internal sources

- Policy – Code of Ethics and Conduct
- Policy – Communications and Media
- Policy – Copyright
- Policy – Disciplinary Action

- [Policy – Consumer Feedback and Complaints](#)
- [Policy – Privacy and Confidentiality](#)
- [Procedure – Social Media](#)
- [Manual – Social Marketing and Communications Strategy](#)

The Institute of Community Directors Australia, 2020, *Social Media Policy*, accessed on 21/02/2020 via <https://www.communitydirectors.com.au/icda/policybank/>.

11 Quality and accreditation standards

11.1 Australian Service Excellence Standards (ASES)

Provided by Quality Innovation Performance (QIP)

Standard C.6.1 – Communication

Communication

- Youth Solutions gathers and shares information with staff, clients, community groups, volunteers, Board Members and stakeholders

Communication advanced

- Youth Solutions communicates internally, with staff, volunteers and Board Members

Document control

Please note this document is uncontrolled when printed.

<i>Policy</i>	Social Media	<i>Effective date</i>	November, 2011
<i>Responsibility</i>	CRCC	<i>Approved by</i>	Board
		<i>Review date</i>	Refer to register

Record of policy review

<i>Reviewed</i>	<i>Reason for review</i>	<i>Reviewed by</i>	<i>Additional comments</i>
January 2013	New Policy	Brooke Manzione	A policy created to help with the safe use of social media within the organisation by implementing strong guidelines for personal and organisational use.
October 2013	Updated policy	Brooke Manzione	
September 2014	Updated policy	Amanda Partridge	
June 2016	Due for review	Amanda Dillon	
August 2017	Due for review	Amanda Dillon	
January 2020	Due for review	Amanda Dillon	
5/06/2020	Board review	Executive Board	