

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, LinkedIn, Instagram, TikTok and YouTube*.

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 risk 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 and other young people, community members, supporters of young people, donors and stakeholders. Youth Solutions should also use social media as a tool for increasing health literacy among its users. Refer to Social Marketing and Communications Strategy for more information about the strategic use and purpose of Youth Solutions social media.

5 Policy detail, action and procedures

5.1 The role of social media

Youth Solutions recognises and uses social media as an important and required tool for communicating with Youth Solutions' service users, stakeholders, supporters and the wider community.

Social media is essential for Youth Solutions to communicate effectively with, and promote its messages to, young people, stakeholders, supporters and the wider community and plays a key role in Youth Solutions' goals for increasing health literacy among young people and the community (see Social Marketing and Communications Strategy for detail).

Youth Solutions' currently utilises the following social media accounts:

Facebook – [youthsolutionsnsw](#)

Instagram – [youth_solutions](#)

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

TikTok – [youth_solutions](#)

YouTube – [YouthSolutionsNSW](#)

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. 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
- increase health literacy of its users and encourage and promote help-seeking and appropriate pathways for support

The Community Relations & Communications Coordinator (CRCC) is responsible for managing Youth Solutions' social media platforms and content, with support and approval from the Chief Executive Officer (CEO). The Administration, Marketing & Events Officer (AMEO) also provides support for social media content creation and monitoring. For more information about posting content see: *5.2 Posting and Commenting*.

All Youth Solutions staff are expected to support the organisation's social media platforms by assisting with content development, relevant to their roles and portfolios, 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 MS Teams – Social Marketing and Communications – Content Scheduler and approved by the CRCC and CEO. In the CEO's absence, final approval may be delegated to the CRCC. In these situations, it is particularly important to ensure that content is carefully considered and uncontroversial.

Generally, the AMEO is responsible for planning and adding content to the Content Scheduler, before the CRCC and CEO approve the content. All staff assist with creating and contributing content.

Content posted to each platform must be able to standalone and present Youth Solutions in the best possible light, irrespective of other content published. In the case that content needs to be published that does not standalone (ie. YouTube videos for internal presentations, they should be published as Unlisted with link access).

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 be respectful of differing morals and beliefs and opinions
- respect that the purpose of Youth Solutions' social media is not to enforce opinions, but to create discussion, create a sense of community, acknowledge supporters and young people and share factual and correct health promotion information

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 or content that do not meet the above guidelines will be removed by Youth Solutions at its discretion. The CEO, CRCC or AMEO have the authority to remove any inappropriate content or comments. The staff member removing the comment will immediately notify the social media team (via Messenger or email) of the action taken and reasoning.

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
- advocating factually incorrect information, agendas or opinions that contradict health promotion messages and facts
- 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. In line with the above guidelines, the AMEO, CRCC or CEO can make the decision to block or ban a social media user. The staff member taking this action will immediately notify the social media team (via Messenger or email) of the action taken and the reasoning.

Youth Solutions also reserves the right to turn off comments on any posts which are attracting large amounts of inappropriate or challenging comments, to prevent misinformation and harmful messages, in line with the guidelines of this policy. The AMEO, CRCC or CEO can make this decision and will immediately notify the social media team (via Messenger or email) of the action taken and the reasoning.

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.

5.5 Competitions and promotions

Youth Solutions may utilise social media for administering competitions or promotions with the purpose of engaging with its social media community. Examples might include sharing quizzes or surveys, with a prize draw incentive attached.

Any competition or promotion run by Youth Solutions must adhere to all relevant legislation, regulations and social media guidelines. These activities are in no way sponsored by sponsored, endorsed, administered by, or associated with the social media platforms which they are run on (Meta – Facebook and Instagram, LinkedIn, TikTok etc). Participants in any Youth Solutions competition or activity run on

social media acknowledge and accept that the social media platform is fully released from any liability or connection with the competition/promotion.

Furthermore, all Youth Solutions competitions and promotions will be carried out by following the Procedure – Competitions & Raffles and will have clear Terms & Conditions attached to them. Terms & Conditions documents will be shared on the [Disclaimer page](#) of the Youth Solutions website for the duration of the competition / promotion.

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	CEO <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 • Support the CRCC with social media management, including approving content and social media moderation
Staff	CRCC <ul style="list-style-type: none"> • Comply with and review the policy • Develop and review associated procedures • Develop and implement the <u>Social Marketing & Communications Strategy</u> • Manage Youth Solutions' social media, including moderation, approval and creation of content • 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 AMEO <ul style="list-style-type: none"> • Comply with and review the policy • Create Youth Solutions social media content (to be approved by the CRCC and CEO) in line with the <u>Social Marketing & Communications Strategy</u> • 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 All <ul style="list-style-type: none"> • Comply with the policy and associated procedures • 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 • Assist in the development of Youth Solutions social media content, relative to role

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 Social Marketing & Communications Strategy 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 Social Marketing & Communications Strategy.

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 external sources

Meta, 2022, *Terms and Policies – Pages, Groups and Events*, 2022, accessed on 5/12/2022, via https://www.facebook.com/policies_center/pages_groups_events.

The Institute of Community Directors Australia, 2020, *Social Media Policy*, accessed on 30/02/2023 via <https://www.communitydirectors.com.au/icda/policybank/>.

11 Other relevant internal policies and documents

- 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 – Competitions and Raffles](#)
- [Procedure – Social Media](#)
- [Social Marketing and Communications Strategy](#)

12 Quality and accreditation standards

12.1 Australian Service Excellence Standards (ASES)

Provided by Quality Innovation Performance (QIP)

Standard 6.1 – Communication

Standard: Communication systems and strategies ensure information is disseminated internally and externally to all key stakeholders.

Outcome: Communication informs and improves outcomes.

Requirements:

- Internal and external target groups, communication processes and timelines are defined.
- All staff are expected to convey information accurately, succinctly and free of jargon.
- Internal and external communication is maintained.
- Meetings are effectively managed.
- Communication mediums are effective and appropriate for audiences and processes. This includes providing safe, secure and accessible communication channels for children, youth and vulnerable people.
- Communication processes seek feedback and develop actions that foster continuous improvement.
- Appropriate information sharing protocols are promoted and practised.

Document control

Please note this document is uncontrolled when printed.

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

Record of policy review

Reviewed	Reason for review	Reviewed by	Additional comments
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	
March 2023	Review	Amanda Dillon	Risk mitigation – moderating comments