

Youth Solutions – Communication

1 Policy statement

Youth Solutions embraces social media as an important communication and marketing 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, Marketing and Media](#), [Policy – Copyright and Intellectual Property](#) and [Policy – Privacy and Confidentiality](#).

Staff and social media delegates should also refer to and follow the [Procedure – Social Media](#) which governs and outlines processes for social media planning and moderation, as well as the [Marketing & Engagement Strategy](#), which further details the strategic use, purpose and goals of Youth Solutions' 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 yet engaging 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 participants, other young people 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 participants 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. See [Marketing & Engagement Strategy](#) for further detail.

5 Policy detail, action and procedures

5.1 The role of social media

Youth Solutions recognises and uses social media as an important, essential tool for communicating with Youth Solutions' participants, other young people, stakeholders, supporters and the wider community.

Additionally, social media enables Youth Solutions to promote its messages and opportunities for involvement and is essential for Youth Solutions to work towards its goals of increasing health literacy and connection among young people and the community (see [Marketing & Engagement 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 [Marketing & Engagement Strategy](#). Youth Solutions uses social media for several purposes, including to:

- increase awareness of the organisation, its work, purpose and goals
- engage with young people, stakeholders, supporters and the wider community
- enhance community understanding of its target group and broader drug, alcohol and related health and wellbeing issues
- promote the work, programs, events and activities of the organisation and encourage connection and involvement
- increase health literacy of young people and the community
- sharing knowledge to improve understanding of its participants, young people, 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
- work towards the service's goals of promoting health and preventing harm
- acknowledge its partners, sponsors, donors, supporters, staff, volunteers and students
- encourage and promote help-seeking and appropriate pathways for support
- garner support for the organisation

The Manager Marketing & Engagement (MME) 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 – staff and other workers

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 MME and CEO. In the CEO's absence, final approval may be delegated to the MME. In these situations, it is particularly important to ensure that content is carefully considered and uncontentious.

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

Content posted to each platform must be able to stand alone 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 stand alone (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.

Youth Solutions will also refer to the Marketing & Engagement Strategy for information about the target audiences of each social media platform and the strategic goals of social media content, as well as the Social Media Yearly Content Planner to ensure key topics, dates and themes are covered.

5.3 Posting and commenting – all users (including members of the public)

Any user on Youth Solutions' social media pages/platforms, including members of the public, 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
- users must not post factually incorrect, harmful information
- 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.

5.4 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, MME 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, may 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, MME 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, MME 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.

5.5 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.

5.6 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	<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 • Support the CRCC with social media management, including approving content and social media moderation
Staff	<p>MME</p> <ul style="list-style-type: none"> • Comply with and review the policy • Develop and review associated procedures • Develop and implement the <u>Marketing & Engagement 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 <p>AMEO</p> <ul style="list-style-type: none"> • Comply with and review the policy • Develop and review associated procedures, as delegated • Create Youth Solutions social media content (to be approved by the MME and CEO) in line with the <u>Marketing & Engagement 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 <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 associated procedures • Provide advice and expertise (relative to role) in reviewing the policy and

	<p>associated procedures</p> <ul style="list-style-type: none"> • 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 staff and approved by the Board. This policy is to be part of all staff orientation processes.

This policy, together with the Procedure – Social Media and Marketing & Engagement 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 platforms, it is important that this policy be reviewed regularly. This policy will be reviewed in line with Youth Solutions’ quality improvement program and/or relevant legislative and operational changes.

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 Marketing & Engagement 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.

If a participant or stakeholder is dissatisfied with the conduct of a Youth Solutions staff or Board member, a complaint should be raised as per the Policy – Consumer Feedback & Complaints Handling.

10 References to other relevant internal sources

- Policy – Code of Ethics and Conduct
- Policy – Communications, Marketing and Media
- Policy – Copyright & Intellectual Property
- Policy – Disciplinary Action

- [Policy – Consumer Feedback and Complaints Handling](#)
- [Policy – Privacy and Confidentiality](#)
- [Procedure – Competitions and Raffles](#)
- [Procedure – Social Media](#)
- [Marketing & Engagement Strategy](#)
- [MS Teams – Social Marketing and Communications – Content Scheduler](#)
- [Social Media Yearly Content Planner](#)

11 References to external sources

Australian Association of Social Marketing, What is social marketing?, accessed on 4/10/2023 via <https://aasm.org.au/what-is-social-marketing/>.

Meta, 2022, Terms and Policies – Pages, Groups and Events, 2023, accessed on 22/11/2023, via https://www.facebook.com/policies_center/pages_groups_events.

The Institute of Community Directors Australia, 2020, Social Media Policy, accessed on 22/11/2023 via <https://www.communitydirectors.com.au/icda/policybank/>.

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.

<i>Policy</i>	Social Media	<i>Effective date</i>	November, 2011
<i>Responsibility</i>	MME	<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	
June 2020	Board review	Executive Board	
March 2023	Review	Amanda Dillon	Risk mitigation – moderating comments
November 2023	Due for formal review	Amanda Dillon	Reviewed and updated