



## **Riding for the Disabled Association (NSW) Social Media Policy**

**Please read extract clauses 1.1, 5 and 6 as noted below:**

### **1. Introduction**

#### **1.1 Document Purpose**

RDA (NSW) recognises that many people involved and associated with the organisation use social media such as Facebook, Twitter, LinkedIn, YouTube and MySpace to name a few. Whilst personal use and access of these sites are not under the jurisdiction of RDA (NSW), the organisation is mindful that the prevalence of social media could cause harm to the organisation's brand and reputation and its members if it:

- Interferes with employees, members or volunteers' work on behalf of RDA (NSW);
- Is used to harass or discriminate against anyone in the organisation or its members/clients;
- Creates a hostile environment at our Centres, State Office or within any Centre or Steering committee;
- Divulges confidential information about RDA (NSW), our members, clients or volunteers; or
- Damages or has the potential to damage, the reputation of RDA (NSW).

This policy also sets out expected behaviour for people who do not officially represent RDA (NSW) on social media, but could, through their behaviour, impact on the reputation of RDA (NSW), the brand and services. While Facebook is the predominant social media channels used by RDA (NSW)'s Office and Centres, this protocol may be applied in a common sense way to other social media channels used by employees, volunteers and supporters, or by the organisation in the future.

Should you wish to use social media for promotion of RDA (NSW), its members, Centres, volunteers and clients, we request that you do so by adhering to the guidelines listed below. If you are uncertain about the appropriateness of a social media posting, please contact State Office for clarification. If you are under 18 years of age, please have your parent or guardian contact State office.

This policy is intended to provide employees, volunteers, clients and supporters of RDA (NSW) with clarity on the use of social media platforms.

## **5. Permissions**

### **5.1 State Office**

At RDA (NSW)'s State Office, the Communications Director is responsible for all official use of social media as defined in 3.1.

Personal use as defined in 3.2 is up to the individual employee, volunteer, client or supporter, however, individuals are accountable for the consequences of their actions on social media, and will be disciplined according to the policies, codes of conduct and employment agreements of RDA (NSW).

RDA (NSW) Centres have jurisdiction over their operations regarding social media delivered in their name. However, Centres have an obligation to the network to ensure they comply with this policy and ensure they keep State Office abreast of the social media platforms they are active in. Centres have a responsibility to ensure that social media is maintained, that best practice is used and that staff and volunteers are adequately trained to use the medium.

### **5.2 Personal use**

Individuals who are employees, volunteers or supporters of RDA (NSW) do not have permission to post official RDA (NSW) content. They can, however, repost, retweet etc RDA (NSW) posts, material or comment without substantial or meaningful change as part of showing their affiliation or support for the organisation.

## **6. Inappropriate use**

Inappropriate use of social media includes, (but is not limited to):

- Conducting a private business on RDA (NSW)'s social media presence
- Using discriminatory, defamatory, abusive or otherwise objectionable language
- Stalking, bullying, trolling or marginalising any individual or group
- Accessing or uploading pornographic, gambling or illegal content, including extreme images of graphic content (blood and gore, etc) or information regarding activity relating to firearms, bombs, terrorism, etc
- Accessing sites that promote hatred or extreme/fundamental beliefs and values
- Direct political affiliation, unless an individual is running for election (but only on a personal account)
- Excessive debate on public policy, in particular surrounding the mental health and suicide prevention arena (unless in an official capacity)
- Uploading information of a confidential nature, especially in regards to RDA (NSW)'s services or clients
- Hacking or attempting to infiltrate the systems of RDA (NSW) or another organisation
- Criticising or denigrating RDA (NSW), or other organisations, and our/their employees, volunteers or supporters
- Activity that interferes with work commitments
- Activity that uses excessive bandwidth, either uploading or downloading, within the RDA (NSW) ICT network
- Paid endorsement of any kind, including in kind, services or gifts
- Activity that brings RDA (NSW) or the person's professionalism or ability to act in a professional manner into disrepute.

It is the duty of everyone who is affiliated with RDA (NSW) to alert either the Communications Director or State Office, to any inappropriate content they may come across.