

# **U3A Geelong Incorporated**

Re. No. A 12137

## **Social Media Policy**

### **Introduction**

U3A Geelong Inc. recognises that access to technology allows greater opportunity to learn, engage and communicate. The organisation encourages members to enhance their learning and develop their social media skills through the use of current technological applications, such as Facebook, Twitter, Instagram etc.

Members should be made aware that in the world of social media the lines are blurred between what is private and what is public, between what is personal and what is professional. There are therefore risks of unintentional as well as intentional disclosure of personal information in social media usage. For instance, 'Facebook' lost the trust of many of its users recently by allowing 3rd party access to personal data. One safeguard for members is to make use of 'closed' social media tools and accounts, which U3A Geelong Inc. encourages.

### **Purpose**

The purpose of this document is to identify risks and provide guidelines for members to follow when representing U3A Geelong Inc. in the virtual world through social media applications.

### **Policy**

1. Members or volunteers using social media technology should:
  - know and follow U3A Geelong Inc.'s Code of Conduct and Privacy policies
  - regardless of privacy settings, assume that all of the information shared on social networks is public information
  - be respectful, responsible and ethical in their communications
  - in communications such as those required of tutors and volunteers, keep to their area of responsibility
  - be open about their affiliation with U3A Geelong Inc. and the position they hold
  - be aware of the availability of U3A Geelong Inc.'s Facebook page
  - respect the privacy of U3A Geelong Inc. and community members

- respect brand, trademark, copyright information and U3A Geelong Inc.'s images where applicable
2. Members or volunteers using social media technology should not:
    - publish, post or release information that is confidential or not public. If it seems confidential, it probably is. Online conversations are never private. Do not use your birth date, address or mobile phone number on any public website
    - be careless about the type and amount of personal information they provide
    - give out or transmit personal information regarding co-volunteers or Committee members
    - assume information provided solely through social networking, such as email addresses or telephone numbers, is up-to-date or correct
    - post images or pictures of members or others without their permission
    - share images published on other U3A websites without acknowledgement
    - blindly repost a link without checking the content first
  3. In the case of a mistake using social media technology, members and volunteers should:
    - be sure to correct it immediately, and make clear what action has been taken to remedy it
    - apologise for the mistake where the situation warrants it
    - in the case of a major mistake, such as disclosure of private or confidential information, it must be reported to the Office Manager or Secretary immediately for appropriate action
  4. Cyber bullying will not be tolerated. Harassing, denigrating, impersonating, outing, tricking, excluding or cyberstalking are all examples of cyber bullying. Engaging in such behaviours online will be treated by U3A Geelong Inc. in the same way as described in the Bullying Policy, and may result in disciplinary action. In some instances cyber bullying can be a crime.

### **Implementation**

6. This Social Media policy was adopted by the Management Committee of U3A Geelong Inc. and minuted as such on 22nd July, 2020.
7. This policy will be published by the Management Committee of U3A Geelong Inc. on its website within 4 weeks of this authorisation.

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