



Social Media Policy

June 2026

SOCIAL MEDIA POLICY

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SOCIAL MEDIA POLICY

Purpose

The purpose of this policy is to ensure that all staff, Committee, and volunteers of Skunkworks Community understand their responsibilities in promoting the safety and wellbeing of children and young people in an on-line environment. This policy has been developed to meet the requirements of the VIC Commissioner of Children and Young People and its 11 Child Safe Standards, and should be read along with Skunkworks Community Child Safety and Wellbeing Policy.

Scope

This policy applies to Directors, staff, Committee, participants, and volunteers of Skunkworks Community.

Objective

The effective implementation of our Social Media Policy helps Skunkworks Community to:

- Recognise that social media, web-based or mobile-based platforms allow users to interact and communicate and to instantly publish and share content that is visible to large audiences.
- Promote a safe on-line environment for participants.

Glossary

For the purposes of this policy, the following definitions apply:

Adult: any person over the age of 18 years.

Skunkworks Community (Skunkworks): refers to the registered Australian Charities and Not-for profits Commission (ACNC) entity trading as Skunkworks Community Inc. ABN 39 648 443 038.

Directors: refers to the three Skunkworks Community Directors.

Child (or children): any person under the age of 18 years.

Committee: refers to the Skunkworks Directors, all appointed roles including the accountant.

Online: refers to a person, or activity, being controlled by or connected to a computer, or using a computer to communicate.

Participant(s): refers to any participant attending Skunkworks Community and associated activities, either Victoria State Youth Brass Band, Youth Festivals, Summer Camps or Master Classes.

Social Media: refers to websites and applications that enable users to create and share content or to participate in social networking.

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Social Networking: refers to the use of websites and applications to interact with other people or users online.

Staff: refers to the positions of Director, camp tutors, conductors, Composer-In-Residence, Camp Parents, Accompanist, Accountant, Librarian, contractors, and First Aid Officer.

Volunteer(s): refers to a person, or group of people, who freely offers to take part in, or undertake a task for, Skunkworks Community.

Policy Guidelines

Expectations

It is expected that all camp participants:

- Are aware of and follow the Terms of Service outlined by each media platform (e.g., Facebook, YouTube, Twitter, Instagram, TikTok, etc.).
- That are adults have an awareness of the Australian laws governing the use of social media, including the issues of defamation, privacy, child protection, discrimination, bullying and harassment, copyright, and intellectual property.
- Understand that when communicating using social media, staff, Committee, and volunteers should make it clear that they are expressing their own personal views, thoughts, and opinions, rather than the official view of Skunkworks Community.
- Remember online posts are public and can be seen by the wider community. Once they are “out there” they often cannot be removed completely.
- Remember any information posted on a social networking platform may be taken out of context and privacy cannot be guaranteed.

Unacceptable conduct

Participants will not:

- Use cameras or recording devices in private spaces or in any way that is likely to frighten, humiliate or distress a child.
- Post anything online which is offensive, abusive, obscene, bullying, defamatory or derogatory.
- Post any personal contact information of Skunkworks Community staff, Committee, volunteers, or students online.
- Disclose confidential information about Skunkworks Community, staff, Committee, volunteers, or students online.
- Privately message children using online platforms.

Rights and Responsibilities

All Skunkworks Community staff, Committee and volunteers are encouraged to:

- Understand this policy and seek clarification where required.
- Consider this policy while completing camp-related duties and at any time while representing Skunkworks Community.
- Support fellow colleagues in their awareness of this policy.
- Understand this policy and seek clarification where required.

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Additional Responsibilities of Director and Committee

The Director and Committee have a responsibility to:

- Monitor what data staff have access to and how it is being used.
- Keep all private data secure.
- Ensure that Skunkworks Community Facebook and Instagram pages have a public profile and are administered by at least two adults who have access to the login and facilitate the account.
- Ensure that, when using images of camp participants, that consent has been given.
- Ensure the content on the Skunkworks Community Facebook and Instagram pages are monitored regularly with inappropriate posts removed quickly.

Communication and Training

Skunkworks Community will ensure that:

- All staff, Committee, and volunteers are aware of this policy during the induction process.
- All staff, Committee, and volunteers of Skunkworks Community can easily access this policy.
- Staff, Committee, and volunteers are informed when a particular activity aligns with this policy.
- Staff, Committee, and volunteers are empowered to actively contribute and provide feedback to this policy.
- Staff, Committee, and volunteers are notified of all changes to this policy.
- Staff, Committee, and volunteers have completed any required training aligned with this policy.

Ancillary Policies & Framework Alignment

Skunkworks Community staff, Committee, and volunteers are encouraged to read this document in conjunction with other relevant documents and training:

- Child Safety and Wellbeing Policy
- Code of Conduct
- Complaints Management Policy & Procedure
- Diversity, Equity, and Inclusion Policy
- Bullying, Harassment and Discrimination Policy
- Bullying, Harassment and Discrimination Guidelines
- Bullying, Harassment and Discrimination Procedures

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Policy Governance & Maintenance

Administration of this Policy

The Director (Governance and Strategy) holds primary accountability for the systematic implementation, practical administration, and procedural oversight of this Policy.

Amendments to this Policy

Following initial standard approval of this Policy by the Board of Directors, subsequent operational amendments, technical revisions, or minor structural updates are delegated to the SW Directors for authorisation. This Policy is subject to a mandatory review cycle every 1 year, unless statutory adjustments or statutory legislative modifications necessitate more immediate updates.

Document Control & Version History

The table below outlines the archival and administrative modification history for this policy document:

Version	Date	Author	Description of change	Approved by
V1.0	03/09/25	Dusty Vallance	Creation of Policy	SW Directors
V1.1	27/04/26	Dusty Vallance	Insertion of Cover Page	SW Directors
V1.2	22/06/26	Dusty Vallance	Formalisation and extension into working document layout	Pending Review