



Toukley Neighbourhood Centre

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TNC is the heartbeat of a connected, supported, empowered, inclusive and thriving community. We partner with the broader community to share what we can and provide a hand up to those in need, so they can Wallamba-bayn (come back) and join us in delivering our vision.

POLICY – MEDIA AND SOCIAL MEDIA GOVERNANCE

Policy Information

Title:	Media
Effective Date:	24-Mar-2025
Policy Owner:	Executive Officer
Applies To:	All staff and volunteers
Next Review Date:	Jan 2026

Change Control

Effective Date	Author	Approver	Comments
08-Jan-2024	Bronwyn Evans	BoM	Initial document
13 Jan 2025	Donna Tudman	BoM	Reviewed and made changes to policy and procedures, without impacting the integrity or original intent of the policy. Formatting has been revised to meet accessibility requirements
15 Feb 2025	Bronwyn Evans	N/A	Reformatted to use new policy template. No change to content.
13 Mar 2025	Donna Tudman	BoM	Policy updated to ensure compliance with all relevant state and federal legislation, incorporating recommendations for clarity, enforcement, and emerging regulatory frameworks.



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Policy Overview

Purpose

This policy sets out Toukley Neighbourhood Centre's (TNC) policy for managing media. It provides guidelines for the responsible and consistent use of media.

Context

At Toukley Neighbourhood Centre (TNC), policies are developed in alignment with the [TNC Policy Framework](#).

TNC Policy documents are developed to:

- Assist TNC to meet the objects of the organisation and manage risk effectively
- Assist TNC staff and volunteers in performing their duties
- Outline how TNC will meet governance expectations
- Provide transparency and clarity to TNC staff and volunteers.

TNC is bound by the [Australian Charities and Not-for-profits Commission Act 2012 \(Cth\)](#) and regulated by the [ACNC](#).

Overview

TNC's reputation depends on maintaining a positive image within the community and among clients and supporters. Media—particularly social media—plays a key role in engaging with these stakeholders. While social media is a valuable communication tool, improper use can cause significant reputational harm.

All media communications must be carefully managed to align with TNC's policies, organisational objectives, and brand standards.

This policy applies to all employees, volunteers, Board of Management (BoM) members, and anyone representing TNC in the media.

Definitions

Term	Explanation
ACNC	Australian Charities and Not-for-profits Commission
BoM	Board of Management
EO	Executive Officer
Media	<i>Media</i> is the means of communication that reach or influence people widely. This includes, but is not limited to, radio, television, newspapers, magazines and the internet. Social media is a subset of Media.
Social media	<p><i>Social media</i>: social media refers to online platforms and technologies that enable users to create, share, and engage with content and information through highly accessible, scalable, and interactive digital networks. This includes, but is not limited to:</p> <ul style="list-style-type: none"> • <i>Content creation and sharing platforms</i>: Blogs, podcasts, video-on-demand (VOD), and RSS feeds. • <i>Discussion and collaboration forums</i>: Online discussion boards, wikis, and collaborative platforms (e.g., Wikipedia). • <i>Social networking sites</i>: Platforms designed for social interaction and networking (e.g., Facebook, LinkedIn, Twitter/X, Instagram). • <i>Media-sharing sites</i>: Platforms for sharing multimedia content such as photos and videos (e.g., YouTube, Flickr, Pinterest). • <i>Instant messaging and communication tools</i>: Apps and services that enable real-time communication (e.g., WhatsApp, Messenger). • <i>Geo-location services</i>: Platforms that incorporate spatial tagging or location-based interaction (e.g., Foursquare, Google Maps).
TNC	Toukley Neighbourhood Centre

Policy Principles

TNC policies contain guiding principles that provide the rationale for this document. Staff and volunteers must consider and comply with these principles when performing their duties.

Principle 1: Authorised and Personal Use of Social Media

Staff and volunteers must follow the guidelines in this policy for both authorised and personal use of social media. This includes:

- Identifying who is responsible for handling general media enquiries.
- Defining who has access and authority to use TNC social media, along with the terms of access and use.
- Establishing conduct and communication standards that authorised staff and volunteers must follow.
- Preventing unauthorised creation and usage of social media profiles.

Principle 2: Crisis Communication Management

A crisis communication team will be assembled in response to specific incidents. TNC will proactively prepare response plans with supporting messaging and communication channels.

Policy Guidelines

Media Engagement

Authorised Spokespersons

Only designated individuals may engage with media on behalf of TNC. The following procedures apply:

- The Board of Management (BoM) will designate official spokespersons, which by default include the Chairperson and Executive Officer (EO), unless otherwise approved.
- All media enquiries must be directed to the official spokespersons or another authorised representative if the primary spokesperson is unavailable.
- The EO is responsible for establishing clear procedures for staff and volunteers to follow when handling media enquiries.

Communications

The **EO** is responsible for messaging development, ensuring alignment with TNC's vision and values. The following procedures apply:

Key generic messages will be developed for consistency across engagement activities.

Confidentiality requirements must be strictly followed, especially regarding organisational or client information.

All event plans must include a communications plan approved by the Events Committee, addressing:

- Event awareness
- Event information
- Event participation
- Post-event communication.

Individuals must provide consent before their images are used in media materials.

Social Media

Authorised Users and Responsibilities

- Only authorised users may undertake social media activity on behalf of TNC. The following procedures apply:
- Authorised users must adhere to this policy, and breaches will be escalated to the BoM for review and assessment.
- All social media posts must be reviewed by a second person for accuracy and appropriateness.
- Authorised users must comply with media platform terms of use and relevant laws, including:
- Privacy, Confidentiality, and Information Security
 - ◆ No confidential, classified, or internal information may be published.
 - ◆ Compliance with the Privacy Act 1988 (Cth) and NSW Privacy and Personal Information Protection Act 1998 (NSW) is required.
 - ◆ The Notifiable Data Breaches (NDB) scheme under the Privacy Act 1988 (Cth) must be followed if applicable.

Copyright

- Copyright laws must be respected, and all content must be properly attributed.
- Compliance with the Copyright Act 1968 (Cth) is required.
- TNC retains ownership of intellectual property created by staff and volunteers for official purposes.

Bullying, Harassment, and Discrimination

- Online content must not include bullying, harassment, or discrimination.
- Compliance with the Fair Work Act 2009 (Cth) and the Anti-Discrimination Act 1977 (NSW) is mandatory.

Defamation

- Content must not harm an individual's or entity's reputation without prior authorisation from the BoM.
- The Defamation Act 2005 (NSW) applies to all social media content.

Offensive or Obscene Material

- Prohibited content includes pornographic, hateful, racist, sexist, abusive, or discriminatory material.
- Compliance with the Criminal Code Act 1995 (Cth) (Part 10.6 – Telecommunications Offences) and the NSW Classification (Publications, Films and Computer Games) Enforcement Act 1995 is required.
- The Online Safety Act 2021 (Cth) must be followed for online safety and cyberbullying prevention.
- Authorised users must ensure posts are lawful, accurate, and do not disclose confidential information. If uncertain, they must seek BoM approval.

Authorised users must disclose their name and affiliation when posting on behalf of TNC. Use of aliases or deceptive conduct is strictly prohibited.

Unauthorised users must not imply they represent TNC or express views on its behalf.

Personal Use of Social Media

TNC acknowledges that employees and volunteers use social media personally. This policy does not limit personal expression but aims to minimise reputational risks to TNC.

- **Responsibility and Accountability:** Staff and volunteers are legally responsible for their online posts and may face disciplinary action if they post defamatory, pornographic, proprietary, harassing, bullying, threatening, discriminatory, or otherwise inappropriate content.
- **Respect and Compliance:** Staff and volunteers must be respectful in online interactions and comply with platform terms of use, copyright laws, privacy regulations, defamation laws, and anti-discrimination legislation.
- **Confidentiality and Branding:** Confidential information, trade secrets, or proprietary data must not be disclosed. TNC logos and trademarks may only be used with explicit authorisation.
- **Representation:** Only authorised users may officially speak on behalf of TNC. Personal opinions must not be presented as official TNC positions. A disclaimer such as *"The views expressed here are my own and do not necessarily reflect the views of TNC"* is recommended when posting personal opinions.
- **Reasonable Use During Work Hours:** Social media use at work must be reasonable and not interfere with responsibilities. Examples of reasonable use include:
 - ◆ Sharing official TNC content on personal accounts.
 - ◆ Using social media during breaks.

Compliance and Enforcement

Breaches and Consequences

Violations of this policy may result in disciplinary action, including:

- Formal warnings
- Suspension of social media privileges
- Termination of employment or volunteer engagement
- Legal action, if applicable.

BoM will review breaches on a case-by-case basis, ensuring compliance with **Fair Work Act 2009 (Cth)** provisions on workplace investigations and disciplinary measures.