

Social Media policy

Scope

This policy applies to all TassieCare Services employees, contractors, and volunteers.

Purpose

This policy covers TassieCare's expectations and provides clear guidance to TassieCare employees, contractors, and consultants in respect of:

- Media engagement, to ensure any contact between our team and the media is authorised and appropriate in the circumstances.
- Social media, as any material, including comments or images published via social media platforms are public statements and should be considered in the same way as comments made in any other public forum or to the media, even when privacy settings are in place and the comments are made in a closed forum.
- Conferences and public settings are great opportunities to showcase TassieCare however, as information shared in these events may be shared or reported, any content must be approved by TassieCare directors in advance.

Whilst social media can be used to strengthen TassieCare's brand and overall image of the business, work related issues or materials being placed on social media can adversely affect the Employer, a customer/client, colleague, or others.

Social media is a mechanism for communication and sharing, rather than one specific program, activity, or object. It is often a website or other electronic application that enable users to create and share content or to participate in social networking.

To protect the mutual interest of all involved, work-related matters must not be placed on social media at any time either during or outside of working hours and this includes access via any mobile computer equipment, including mobile phone or other devices unless approved in advance. Work-related usually means that the Employer, its clients, suppliers, employees, contractors, or any other associated parties can be identified and be in some way connected back to your relationship with the Employer.

Where you have been authorised in relation to work related matters, you must not bring TassieCare, its Participants, suppliers, contractors, or any other associated parties into disrepute through the content of your usage.

While representing TassieCare on social media, it is expected that you will exhibit a professional and courteous attitude with Participants your colleagues, suppliers, and other members of the public and ensure that you act in TassieCare's best interests at all times.

A media consent form must be signed prior to any content involving Participants is uploaded.

All Team Members are prohibited from using social media (whether on the Employers devices or their own personal device) during work time for personal reasons.

Any breach of this policy will be considered serious and may result in disciplinary action.

TassieCare Services directors coordinate all contact with media outlets to ensure TassieCare Services is represented in a consistent, accurate and effective manner.

Definitions

- **Media** refers to any publication or broadcast program that provides news and features stories to the public through various distribution channels. Media outlets include newspapers, magazines, radio, television podcasts and the internet.
- **Social Media** refers to user generated content or content created using highly accessible publishing technologies. It is different from traditional media as it is inexpensive, fast, interactive and has accessible tools that enable everybody to publish or access information.
Social media includes sites such as Facebook, Instagram, Snapchat Twitter, Ticktock, YouTube or LinkedIn. Even when accessed outside of work hours or work locations, even when using personal computers or devices. Employees use of social media may be subject to the NDIS code of conduct and TassieCare Code of Conduct.
- **Conferences and public settings** refer to internal and external events where employees represent or speak on behalf of TassieCare to an external audience.

Policy requirements

Media

- Members of the media must not film, take photos or conduct interviews without first getting authorisation from TassieCare Services Directors
- Employees must direct all media queries, requests for information or comment and requests to take photographs or videos directly to TassieCare Services Directors.
- If media attempt to enter without authorisation or are found to be filming, taking photos, or conducting interviews, employees are to ask for their names and who their employer is, they should be asked nicely to leave, and the employee is to notify TassieCare Services Directors immediately.
- Employees are not to engage in any discussions with the journalists or media representatives whether formally or informally unless you have been authorised by TassieCare Services Directors
- Employees who are approached by the media for comment must treat them with respect and inform them that they need to contact TassieCare Services Directors.

If at any time you are contacted by the media or a journalist approaches you for comment, please inform them to contact TassieCare Services Directors on 03 64 21 6066.

Social Media

When using social media, it is important that employees, contractors, and consultants are mindful of their association with TassieCare. It is possible that you can be identified as an employee or contractor to TassieCare, even if it is not explicitly stated. (For example, friends and relatives may know be aware of your association with TassieCare) this also applies to professional networking such as LinkedIn, or any other public forums or blogs.

Employees should ensure their profile and content is in line with the NDIS code of conduct and TassieCare Code of Conduct. Remember that social networking is public so anything that is written or posted can reach a large number of people and effectively be “permanent”.

If Employees are going to use or plan to use social media remember to ensure compliance to the NDIS code of conduct and TassieCare Code of Conduct

- Employees must respect everyone associated with TassieCare by ensuring they do not post, like otherwise endorse obscene, abusive, defamatory, or negative statements or material about TassieCare, its employees or Participants.
- Bullying, harassment, victimisation of, or discrimination against any person is not acceptable in any form
- Team Members must not use social media in a manner that could damage or bring into disrepute TassieCare’s reputation, brand, or image. This may include use of social media in a way that offends or humiliates others.
- Team Members must not reveal TassieCare confidential or strategic information. Information is considered confidential when it is not readily available to the public. You should assume any information that you encounter as an employee or contractor for TassieCare is confidential.
- The use of TassieCare logos, branding or promotional materials without authorisation is not permitted.
- Employees of TassieCare must not attempt to answer or comment on any queries that have been directed at TassieCare via social media.

If you have any doubts regarding social media, you should get in touch with TassieCare office on 03 64 21 6066.

Speaking at conferences, public events, and forums

At times some of our employees are sometimes invited to participate in internal and external events, this can be a great way to showcase the great work TassieCare does, however this must be first cleared with TassieCare directors prior to accepting any invitation to speak.

- If authorised to speak at an event all presentation materials and speeches must be sent to the directors of TassieCare for review a minimum one week prior.
- Ensure you comply with the NDIS code of conduct, NDIS conflict of interest policy and TassieCare Code of Conduct, values and TassieCare Team expectations.
- Declare any gifts that you may receive to TassieCare.

Breach of this policy

Any content that is inconsistent with this policy or unauthorised comment to media outlets may be investigated, if the employee is found to have breached this policy, NDIS code of conduct, TassieCare, Code of Conduct, TassieCare values and TassieCare Team Expectations they may be subject to disciplinary action up to and including termination of employment.

For clarification regarding this policy, please contact:

Jon Bishton, People & Culture Manager

Email: jon.bishton@tassiecare.com

Phone: 03 6421 6066

Written and authorised by: Jonathan Bishton People & Culture Manager

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Updated and amended

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