



Social Media Guidelines

January 2020

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1. Purpose of these guidelines

The Radiance Network South West Social Media Guidelines is designed to provide tactics for important situations and guidelines to inform member and volunteer decisions when interacting through any of The Radiance Network South West ("Radiance") social media platforms.

Active social media platforms include, but are not limited to, Facebook and Instagram.

Radiance recognises the importance of the Internet in shaping public thinking about our organisation and our current and potential services. We also recognise the importance of our committee members, members and volunteers joining in and helping shape industry conversation and direction through interaction in social media. Radiance is committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media.

As with anything, we need to take some precautions when using social media tools connected with our organisation. The same resources that make social media attractive are also the same elements that can injure the perception of Radiance and associated activities and support services.

2. Our mission, vision and values

The Radiance mission, vision and values apply to all of the organisation's activities, including any online interaction.

Vision statement

Radiance is a community network connecting parents to local services within the community. Through partnership and collaboration, the Radiance Network aims to provide a platform of service options to support, build resilience, and enhance the emotional wellbeing of parents to strengthen family relationships.

Mission statement

The Radiance network has been established to address the multitude of needs for parents (antenatal to 3 years) who are experiencing emotional stress following birth or while caring for a young child.

Values (to be shared on Radiance Facebook page?)

- Inclusiveness.– We are non-judgemental, non-discriminatory and accepting of all people.
- Respect – We will treat everyone with respect and recognise each individual for his/her own unique strengths. We treat others with the highest degree of dignity and understanding.
- Holistic – Means that we are interested in engaging with and developing the whole person in all ways.
- Compassion – We have a deep awareness and understanding of the needs and complexities of each individual. We want to make a difference to those that need it most.
- Choice – We will support the individual's right to choose so that they feel heard and supported every step of the way.
- Trust – We recognise that trust is a key element of the success of all relationships in the network.

3. Social media roles

As of 14 January 2020, Radiance is involved on Facebook and Instagram. The details below are valid at the time of writing.

(Following roles to be determined in a meeting?)

1. Identify the lead staff member in charge of the channel. Mark that box with a star.
2. For anyone else who is EXPECTED to post on the channel, mark the box with a E.
3. For anyone else who is ALLOWED to post on the channel, mark the box with an A.
4. For any other content contributor who funnels content to one of the people identified above, mark the box with a CC.

Person	Facebook	Instagram
Karen Collins	A	
Anne Mackay	*	A
Kindelle Pillionell	A	
Janine Page	A	
Susan Kosicki	A	
Josephine Stewart	A	A
CJ Heins		A

The President and Vice-President grant access to other members of the committee to administer groups on the platforms and to post content. Access by other Radiance members and volunteers is granted on a project-by-project basis and in discussion with President and Vice-President and only following project approval by the committee. This access can be revoked by the President at any time.

Facebook

The Radiance Facebook exists under the username *radiance-network-south-west* and can be visited on: www.facebook.com/radiance-network-south-west. The account is linked to the SWWHIC phone number 08 9791 3350 and www.radiancesouthwest.com.au.

The following Radiance members have Admin access: Karen Collins, Anne Mackay, Kindelle Pillionell, Janine Page

Admin: Can manage all aspects of the Page. They can publish and send Messenger messages as the Page, respond to and delete comments on the Page, post from Instagram to Facebook, create ads, see who created a post or comment, view insights and assign Page roles. If an Instagram account is connected to the Page, they can post from Facebook to Instagram, respond to and delete comments, send Direct messages, sync business contact info and create ads.

The following Radiance members have Editor access: Susan Kosicki, Josephine Stewart

Editor: Can publish content and send Messenger messages as the Page, respond to and delete comments on the Page, create ads, see who created a post or comment, post from Instagram to Facebook and view insights. If an

Instagram account is connected to the Page, they can post to Instagram from Facebook, respond to and delete comments, send Direct messages, sync business contact info and create ads.

All content on the Radiance Facebook page also needs to comply with the various Facebook policies, including the Terms of Service, and Community Standards which can be found online:

Policies and Terms of Service: www.facebook.com/policies

Community Standards: www.facebook.com/communitystandards/

Facebook updates its policies regularly and are therefore not printed in this document. It is the responsibility of any committee member, Radiance member and/or volunteer who is granted access to the Radiance Facebook account to be familiar with these documents.

Instagram

The Radiance Instagram account exists under the username *#radiancesouthwest* and can be visited on:

www.instagram.com/radiancesouthwest/. The account is linked to the nurse@swwhic.com.au email account and

www.radiancesouthwest.com.au. The Radiance Instagram account is linked to the Radiance Facebook Page. Posts from Facebook can be automatically uploaded onto the Radiance Instagram account and vice versa.

Current Radiance members with ability to access, edit and update the Radiance Instagram account: Anne Mackay, CJ Heins, Josephine Stewart

All content on the Radiance Instagram account also needs to comply with the various Instagram policies, including the Platform Policy, Terms of Service, and Community Guidelines which can be found online: Instagram Community Guidelines

Platform Policy: <https://www.instagram.com/about/legal/terms/api/>

Terms of Service: <https://help.instagram.com/581066165581870>

Community Guidelines: <https://help.instagram.com/477434105621119>

Instagram updates its policies regularly and are therefore not printed in this document. It is the responsibility of any committee member, Radiance member and/or volunteer who is granted access to the Radiance Instagram account to be familiar with these documents.

4. What should you say online?

The following guidelines are based on recommendations and experience of many Facebook community group managers around the world. These key points are recommended to be kept in mind by all Radiance members and volunteers when posting content on any Radiance social media platform.

Everything is public

- Remember that all your posts are public.
- Expect that other people are 'listening in' (i.e. reading what you're writing).
- Remember that all your posts will be permanently online. Even if you delete a comment or post, there's no way to stop people from taking a screenshot (e.g. a copy) of what you posted.
- The above points also relate to private communications (e.g. in Facebook Messenger).
- There is a risk that conversations can be taken out of context.
- Text communication can be misinterpreted. Be clear, concise and unambiguous.

Etiquette (to be shared on Radiance Facebook page?)

The following guidelines will also be provided to mothers of support groups who have shown interest in extending their support group (e.g. in a private Facebook group) beyond the activities provided by Radiance.

- Be kind and courteous

We're all in this together to create a welcoming environment. Let's treat everyone with respect. Healthy debates are natural, but kindness is required.

- No hate speech or bullying

Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.

- No promotions or spam

Give more than you take to this group. Self-promotion, spam and irrelevant links aren't allowed.

- Respect everyone's privacy

Being part of this group requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private. What's shared in the group should stay in the group.

Meaningful content

When Radiance members or volunteers are writing or sharing content to promote Radiance, remember:

Write and share what you know. You have a unique perspective on our network based on your talents, skills and current responsibilities. Share your knowledge and your passions in your posts by writing about what you know. If you're interesting and authentic, you'll attract readers who understand your specialty and interests. Don't spread gossip, hearsay or assumptions.

5. Monitoring

The Radiance members that currently have access to the various social media platforms and whom are outlined under Section 3 of this policy are also responsible for monitoring regularly. One/multiple Radiance member(s) or volunteer(s) has the responsibility of monitoring social media channels daily, and backup administrators/monitors should be designated so there is no gap in the monitoring. (this section to be confirmed under Section 3)

Responding to enquiries should be completed by the person most suitable to respond – e.g. an enquiry regarding a support group at SWWHIC should be attended to by **Anne Mackay (TBC)** whereas an enquiry regarding the network and sponsorship should be responded to by the President or Vice-President. Should a Radiance member notice an enquiry that is not relevant to them, they are responsible for notifying the most suitable person who has access to the social media platform to ensure that an enquiry gets responded to promptly and correctly.

Emergencies

In the case where an enquiry is urgent – e.g. a mother looking for help with a problem that day – the Radiance member who notices the enquiry should respond immediately, even it is to notify the mother that help is on the way while the Radiance member contacts the best Radiance member or Emergency Response Service to address the issue.

Applicable to all Radiance members and volunteers

Social media can be used in as many productive ways as it can be misused. Be a “scout” for compliments and criticism. Even if you are not an official online spokesperson for Radiance, you are one of our most vital assets for monitoring the social media landscape. If you come across positive or negative remarks about Radiance or its activities online that you believe are important, consider sharing them by forwarding them to the Radiance member or volunteer in charge of monitoring social media.

6. Responding to negative comments

It's hard to figure out when and how you should respond to a post about Radiance, someone's work during a Radiance activity or event or any other form of public feedback. Radiance members are to be guided by the following tips and otherwise seek advice from the President or Vice-President.

If a reader leaves a negative comment, it is recommended that members and volunteers do not delete the comment for transparency reasons. If the comment contains disrespectful or derogatory language members and volunteers may consider NOT posting it. Radiance encourages that members and volunteers publish most comments because it encourages people with different viewpoints and opinions to join the conversation, to debate, and to discuss their side of a specific argument.

Receiving a negative comment about a Radiance service ultimately provides an opportunity to respond to the negative comment and reframe it in a positive light. Remember: more often than not, the negative commenters are trying to provoke a response.

Respond or delete?

Could you turn a complaint into a customer service opportunity?	IF YES You should probably respond!
Does the post have misinformation in it?	IF YES You should probably respond!
Will it damage your community?	IF YES Consider taking it down.
Does it include vulgarity or purposely inflammatory language?	IF YES Consider taking it down.
Are they likely to keep posting objectionable things simply because you're responding?	IF YES If none of the above were true, but they're likely to keep posting, it's almost certainly better not to respond.

The following provides a clear guideline in when to respond by deleting a comment: **(to be shared on Radiance Facebook page?)**

- Any comments that are considered offensive, threatening or unlawful will be deleted.
- Radiance does not tolerate any cyber bullying. Any content that is threatening, abusive, defamatory, indecent, menacing, harassing, offensive, infringes any person's intellectual property rights or harasses anyone, in any way, will be deleted.
- Radiance will not tolerate racism, misogyny or rudeness. If someone posts something of this nature the comment will be deleted and the individual/organisation may be banned from the page.

7. Responding to positive and neutral comments

The Radiance member or volunteer in charge of monitoring social media activity is also required to respond to positive and neutral comments to ensure engagement with our audience is maintained. The following guideline can help in formulating a response.

By being present and responsive, Radiance will gain credibility and value. Through Radiance social media platforms and posts we can reach people who may otherwise not be exposed to our messages, events and support services. It is essential that if people respond to our post and there is an opportunity for us to engage with them, that we do so promptly and positively. Establishing and then deserting a social media post could reflect poorly on Radiance. In our responses

Radiance will be personable and stock standard responses are generally not deemed suitable and not a true reflection of Radiance values (e.g. copy/paste of our vision statement when asked what we do is not appropriate).

8. Privacy and permissions

Social media venues are a great way to share information but it's important to make sure that the information is ours to share. This is especially important for Radiance as we work in sensitive areas and, at times, with vulnerable people, in which something as simple as a person's name or photo might carry an implication or negative association with Radiance.

Confidentiality and Security

- Do not post confidential or proprietary information about Radiance, its members, its support group members, associated support services and people, or volunteers.
- Do not collect sensitive information—such as phone numbers, children's names, (email) addresses, medical information, payment information, etc.—via social media as these are not secure channels.
- If you discuss a situation involving individuals on a social media site be sure that they cannot be identified.
- As a guideline, don't post anything that you would not present at a conference.

Support group and event photography

When posting photos of support group members, including children, the general public at events or other Radiance activities, it is essential that people are not “tagged” and identified with their full name unless they are public figures such as an MC, politician, speaker at an event etc.

Friendships

Radiance strongly discourages members from “friending” of support group members or other “customers” on social media websites. Radiance members in professional care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship. If in doubt, discuss the potential online friendship with the President or Vice-President.

Protect your own privacy

A lot of websites allow you some form of control over who can see your material and this is recommended to Radiance members and volunteers also. Use these features.

Example: On Facebook you can control your privacy settings under "Settings -> Privacy Settings -> Profile". We recommend that you set all of these settings except for "Profile" and "Basic info" to "Only friends."

9. Copyright and attribution

There are two sides to copyright and attribution issues. On our Radiance social media platforms we only publish messages and images that we are happy for others to share with their networks. Radiance members are to use the following guidelines when sharing other organisation's and individual's content.

Creative commons and attribution (to be shared on Radiance Facebook page?)

Radiance allows others to repost our content without needing to ask our permission which is commonly known as Creative Commons. Radiance would appreciate attribution of our content, meaning; if people repost our content, they should credit us for the content with a link back to our website, Facebook or Instagram account.

Sharing content

Everyone has access to literally millions of other ideas. Radiance encourages members and volunteers to read, use and be informed by them. Most critically – members and volunteers active on Radiance social media platforms should give people credit when they are influenced by them. Not only is stealing other people's ideas, words and images a form of dishonesty it's also wrong and in some instances illegal (e.g. when someone has protected their website/blog/platform's content by copyright). Provide a link to the original content and use the author's name whenever possible.

Radiance members and volunteers working on social media platforms will properly cite their sources, and post only items that are covered by fair use or published under Creative Commons. Otherwise, members and volunteers must seek permission from the author first – this is especially applicable when sharing photos of people or taken by a professional photographer (they often protect their images with copyright).

Facebook and Instagram Terms of Service

When posting or gathering material online, consider the terms of service. It's important to keep in mind that the terms of service of a social media site apply to what we post there and to the information we gather from it. The terms might also allow for our material to be used in a different way than intended. Law enforcement officials may be able to obtain our content on these sites by subpoena without our consent — or perhaps even our knowledge. Social media is a vital reporting resource for Radiance but we must be vigilant about keeping work that may be sensitive in our own hands.

10. Personal vs. professional

Social media forces us to address difficult questions about the different ways our personal lives and professional work can intersect. Navigating between them can be difficult, especially on tools like Facebook that require the user to have a personal account to use an organisation's page. Radiance members and volunteers should be aware of some of the following social media features.

Personal does not mean private

While communication through social media networks is primarily a personal matter, this is not the same as it being private. In a lot of cases, written conversations inside these networks can be found through search engines such as Google. Even in cases where only your contacts can see what you write, there is a possibility that one of them will forward what you say and make it visible to a wider audience. As a result, personal conversation within social media networks should be considered public rather than private.

Representation

When Radiance members and volunteers communicate through social media, unless authorised to speak on behalf of Radiance, they are representing themselves.

Conflict of interest

Please refer to the Conflict of Interest Policy.

Radiance members and volunteers should not engage in any online conduct which: creates a conflict of interest between them and Radiance; creates a conflict with one of Radiance program participants; or otherwise harms the organisation interests of Radiance. If you or your words are public, make sure they are not contradicting with your role at Radiance and they are reflective of our mission and values.