

College of Emergency Nursing Australasia

Social Media Policy

Introduction

1.1 Purpose

This policy is intended to provide National Board Directors, Branch Committee Members and contracted service providers of the College of Emergency Nursing Australasia (hereafter 'the College') on the use of the College's social media accounts.

1.2 Scope

This social media policy applies to National Board Directors, Branch or Committee Members and contracted service providers who represent the College, in Australia or overseas, using the College's social media accounts.

Social media is online media that allows for interaction and/or participation. Examples include but not limited to:

- Social networking and micro-blogging sites like Facebook, Twitter, MySpace, Bebo, Foursquare, Tumblr and Pinterest
- Video and photo sharing sites like Flickr and YouTube
- Online forums and discussion blogs, including comments on online news articles

2. Background

The College has a well-established presence across a range of social media channels. These channels are used as additional communication and promotion tools to complement the College's existing communication and marketing avenues.

Predominantly social media is being used to provide members of the College and the general public with:

- updates and information
- interaction, and
- the opportunity to learn about the College, its services, resources and campaigns.

This document aims to establish a process by which the College's official social media interactions can be managed with the best interests of the College's brand and reputation in mind.

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This policy also sets the expected behaviour for National Board Directors, Committee Members and contracted service providers who represent the College on social media that could, through their behaviour, impact on the reputation of the College, brand and services. While Facebook, Twitter and YouTube are the predominant social media channels used by the College, this protocol may be applied in a common sense way to other social media channels used by National Board Directors, State/Territory Committee Members and contracted service providers, or by the organisation in the future.

3. Guiding principles

National Board Directors or Committee Members and contracted service providers of the College are encouraged to participate in social media. Whenever doing so, whether in an official or personal capacity (see section five (5) for definitions), the following guiding principles apply.

- Interactions undertaken will not criticise clients, colleagues, the College or related Government policy
- Interactions undertaken to respond to others' opinions will be respectful and professional
- Interactions undertaken must not breach College policies and Constitution
- Information published on social media must be correct
- Information published that is found to be incorrect, offensive or otherwise in breach of the College's principle, policies or Constitution on social media, will be acknowledge and corrected promptly
- Conflicts of interest must be disclosed

4. Definitions

4.1 Social Media

For the purpose of this policy, social media is defined as any conversation or activity that occurs online, where people can share information or data that might impact on the College, its members or people who use its services.

4.2 Official use

Official use is when a National Board Director, Committee Member or contracted service provider is using social media as a representative of the College with permission from the Executive Director of the College (or proxy). An alternative definition is when a National Board Director, State/Territory Committee Member or contracted service provider is posting from a social media account that is labelled as an official College of Emergency Nursing Australasia account. Posts from these official College accounts must:

- Comply with the College's guiding principles stipulated within section three (3) of this policy
- Comply with the College's policy relating to Conflicts of Interest
- Do no harm or pose a risk to the College's position
- Not promote non-affiliated individuals, businesses or money-making ventures, or individual political candidates, preferences or Parties

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4.3 Personal use

Personal use is when a National Board Director, Committee Member or contracted service provider is using social media as themselves, not officially representing the College, but identifying themselves as affiliated with the College in their online biographies, profiles or posts, or through other digital platforms.

People who are National Board Directors, Committee Members or contracted service providers who do not identify themselves as being affiliated to the College are still counted as representing the College, as the nature of the online world means they could be traced back to the organisation through their online presence. Post from these accounts must:

- Comply with the College's guiding principles stipulated within section three (3) of this policy
- Comply with the College's policy relating to Conflicts of Interest
- Do no harm
- Not promote individuals or businesses or money-making ventures, or individual political candidates, preferences or Parties contrary to the aims and objectives of the College.
- Not have the affiliation with the College as the primary identifier
- Stipulate that the opinions expressed are the persons' own, and not that of the College
- State a disclaimer that reposting, 'likes', retweeting, etc. do not represent the views of the College

5. Identification

Identification is defined, for the purpose of this policy, as 'how a social media bio, post, tweet, account, blog or page description identifies that particular social media channel as being affiliated with the College'.

5.1 Naming conventions

All uses of the College trademark or the College's name online and in social media must be authorised by the Executive Director of the College, and consistent, to ensure the public can find and obtain information most relevant to them:

- Vimeo: www.vimeo.com/CENA
- Facebook: <http://www.facebook.com/CollegeofEmergencyNursing>
- Twitter: www.twitter.com/CENAorg, @CENAorg, #CENAorg
- YouTube: <http://www.youtube.com/user/CENAboard>
- Website domain name: www.cena.org.au

The College's Trade Mark Licence Agreement (please refer to section 5.1 (a) below) also outlines that prior to any registration to a social media or website domain name, prior written permission from the Executive Director of the College (or proxy).

The section reads:

The Licensee must not:

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(a) except with prior written consent from the Executive Director of the College (or proxy), apply for registration of any trade mark, domain name, business name or company name that incorporates signs, logos or words the same as, substantially identical or deceptively similar to the College's Trade Marks.

Written permission is required to ensure consistency across naming conventions to enable the College membership or members of the public utilising search engines like Google to easily identify the College and its services.

5.2 Official accounts

An official account (including but not limited to a blog, webpage, twitter account, Facebook page etc.) that represents the College should stipulate this within its bio, page or account description. An official social media page must be sanctioned by the Executive Director of the College (or proxy). The account must carry the following, or a version of the following, words.

"This is the official account/page/etc. for the College of Emergency Nursing Australasia (CENA)" followed by a brief description of the College and the purpose of the account relating to the particular social media platform. For example, on twitter, it might say "CENA is increasingly concerned for the welfare of..."

6. Permissions

6.1 Use of social media

Following approval from the Executive Director of the College, the National Board is responsible for the acquisition, design, monitoring and purposes all official use of social media.

Personal use as defined in 4.3 must be approved by the Executive Director, however, individuals are accountable for the consequences of their actions on social media, and will be disciplined according to the policies of the College.

Individuals who are National Board Directors, Committee Members or contracted service providers of the College do not have permission to post official College content unless approved by the Executive Director of the College (or proxy). They can, however, repost, retweet etc. College posts, material or comment without substantial or meaningful change as part of showing their affiliation or support for the organisation.

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7. Inappropriate use

Inappropriate use of social media includes, but not limited to:

- Conducting a private business on the College's social media presence
- Using discriminatory, defamatory, abusive or otherwise objectionable language
- Stalking, bullying, trolling or marginalising any individual or group
- Accessing or uploading pornographic, gambling or illegal content, including extreme images of graphic content (blood and gore etc.) or information regarding activity relating to firearms, bombs, terrorism etc.
- Accessing sites that promote hatred or extreme/fundamental beliefs and values
- Excessive debate on public policy, in particular surrounding emergency healthcare (unless in an official capacity)
- Uploading information of a confidential nature, especially in regards to the College's services or members
- Hacking or attempting to infiltrate the systems of the College or another organisation
- Criticising or denigrating the College, or other organisations, and our/their members
- Paid endorsement of any kind, including 'in kind' services or gifts
- Activity that brings the College or the person's professionalism or ability to act in a professional manner into disrepute

It is the duty of the National Board Directors, State/Territory Committee Members and contracted service providers to alert the Executive Director of the College to any inappropriate content they may come across.

8. Policy Breach

Misuse of social media can have serious consequences for the College and consequently that misuse can have serious consequences in terms of disciplinary action. National Board Directors, Branch Committee Members or contracted service providers are responsible for ensuring adherence to the Social Media Policy. This includes undertaking appropriate risk assessments of any suspected or identified breach.

In the event of serious misconduct, disciplinary action up to and including summary dismissal or expulsion from the College may occur.

9. Delegations

9.1 National Office

Following approval by the Executive Director of the College, the National Board has delegation for all official social media activity undertaken for and on behalf of the College, however the Executive Director of the College (or proxy) has veto rights on National Board and secondary delegations.

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9.2 Others

Individuals approved by the Executive Director of the College (or proxy) or by the National Board who undertake personal activity in the social media space on behalf of the College or in pursuit of its objectives (including but not limited to, marketing, recruitment etc.) can self-moderate. They should use common sense and be sensible about their use, always ensuring they are in line with the requirements of this social media policy. Advice can be sought from the Executive Director or the National Board of the College.

10. Complaints through social media

Complaints or negative comments regarding the College will be made through social media channels. Both official and personal users of social media are discouraged from arguing or refuting complaints or negative feedback through social media channels. This behaviour can antagonise or fuel further attacks on the College's services, brand and/or reputation. In the event of a complaint or negative comment about the College it is important to address the comment as soon as possible.

11. Deleting posts

Social media is fluid, two-way, busy and often self-regulating. Social media can be used to disseminate information, but should be considered a form of two-way communication and a vehicle to listen to the 'wider' community views. Organisations that heavily control content on their social media pages, blogs and accounts, mostly through the deletion of questionable or disapproving content, significantly reduce the impact, and usefulness, of social media as a channel for information distribution.

The College will not delete posts that are complaints, or negative, except when they breach any of the conditions outlined for National Board Directors, State/Territory Committee Members or contracted service providers in the 'inappropriate use' section seven (7) above. Where possible, the administrator will contact the user whose post has been removed, providing them with an explanation why it has been removed and the necessary action(s) for it to be reposted.

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