
Beyond Blue Social Media Policy

Document control

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Revision Record

Date	Version	Revision description
23 September 2019	1.0	Draft for review by the Executive Team and CEO
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1. Purpose

Beyond Blue recognises that the use of social media plays an important role in the professional and personal lives of our staff. However, given the open and immediate nature of these platforms, it is important to set out the responsibilities of all staff (including contractors) and the Board of Directors regarding appropriate social media use, both personally and professionally.

For information about use of social media for Volunteers, Speakers, Blue Voices members, Online Forums Champions and Education Voices members, see the Beyond Blue Volunteer Management Procedure.

2. Scope

The Social Media Policy applies to all Beyond Blue staff and the Board of Directors. The term 'staff' includes all categories of employees, including full-time, part-time, casual, student work experience/placement, temporary and contract staff. For the purpose of this document 'social media' refers to:

- social networking sites such as Facebook, LinkedIn, Instagram, Snapchat, Tik Tok, WhatsApp, WeChat and Twitter;
- video and image sharing sites such as YouTube and Vimeo;
- blogs and content boards such as Tumblr, Pinterest; and 4Chan;
- forums and discussion boards such as Beyond Blue Online Forums, Reddit, and Yahoo! Answers.

Please note the above is not exhaustive and applies to emerging social media platforms not listed.

This document does not apply to Beyond Blue communication, project management or collaboration platforms such as Ring Central Miro, SharePoint, Confluence and other tools. Use of these internal platforms are governed by the Access Control Policy and Standard.

3. Compliance

Depending on the circumstances, non-compliance with this Policy may constitute a breach of employment or contractual obligations. Those who fail to comply with this Policy may face disciplinary action up to and including termination of employment. When using social media, all staff should also ensure that usage is in accordance with Beyond Blue's Code of Conduct.

4. Policy statement

The personal and professional use of social media by Beyond Blue staff and the Board of Directors should not bring Beyond Blue into disrepute, seriously misrepresent Beyond Blue, compromise effectiveness at work, imply Beyond Blue endorsement of personal views or disclose confidential information without authorisation. In addition, staff are encouraged to review the Privacy Policy if considering sharing personal information.

5. Identifying inappropriate use

Inappropriate or unlawful content online relating to Beyond Blue, or content that may otherwise have been published in breach of this policy, should be reported firstly to the Head of People and Culture as well as the Head of Brand and Marketing. In addition, such incidents should be registered through the Incident Management System (Brisk).

Inappropriate or unlawful content online relating to Beyond Blue may be identified by Beyond Blue staff, a community member, regular monitoring by the Beyond Blue Online Communities Team, or by self-report.

6. Professional use of social media

Professional use of social media is defined in this Policy as the use of any social media account or platform to make any **original** comment as a representative of Beyond Blue. There are two categories of professional

use of social media:

1. Using social media as an **authorised spokesperson** of Beyond Blue. This category covers Beyond Blue's authorised spokespeople and Board of Directors. Authorised spokespeople are determined by the Board, CEO and/or Head of Policy and Communications and have permission to make announcements and/or original comments on behalf of Beyond Blue.
2. Using social media as a **representative** of Beyond Blue. This category covers Beyond Blue staff who use social media as part of their role to promote or disseminate the work of the organisation. This includes reporting from events at which Beyond Blue is a host, sponsor, partner or participant; commenting or providing an opinion on a Beyond Blue campaign or resource to assist in promoting it; and acting as a speaker or presenter at an event.

'Sharing' or 'retweeting' material from Beyond Blue's official social media accounts or promoting a Beyond Blue campaign, resource or activity (without adding an opinion or comment) does not fall into professional use of social media and is covered by personal use of social media.

If in doubt about any of the following obligations, staff should consult with the Head of Brand and Marketing.

6.1 Using social media as an authorised spokesperson of Beyond Blue

When using social media for professional purposes, authorised spokespeople must:

- disclose status as an employee/contractor/Board Director of Beyond Blue, and use only their own identity, or an approved official account or avatar;
- disclose and comment only on information classified as public domain or information that has been approved by the Head of Policy and Communications, CEO or Board to be released publicly;
- ensure that all content published is accurate, not misleading and complies with all relevant Beyond Blue policies;
- ensure they are not the first to make an announcement (unless specifically given permission to do so by the Chair, CEO or Head of Policy and Communications);
- comment only on their area of expertise and authority;
- ensure comments reflect Beyond Blue's values, including respect;
- adhere to the Terms of Use of the relevant social media platforms/websites, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, as well as Beyond Blue's Privacy Policy.

An authorised Beyond Blue spokesperson must *not*:

- post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, homophobic/transphobic, infringes copyright, constitutes a contempt of court, breaches a Court suppression order or is otherwise unlawful; or
- use or disclose any confidential or secure information; or
- make any comment or post any material that might otherwise cause damage to Beyond Blue's reputation or bring it into disrepute.

6.2 Using social media as a representative of Beyond Blue

When using social media for professional purposes, representatives of Beyond Blue must:

- disclose status as an employee/contractor of Beyond Blue, and use only their own identity, or an approved official account or avatar;
- disclose and comment only on information that has been released publicly as part of the event, campaign, resource or activity they are promoting;
- ensure that all content published is accurate, not misleading and complies with all relevant Beyond Blue policies;
- comment only on their area of expertise and authority;
- ensure comments reflect Beyond Blue's values, including respect, enthusiasm and integrity;
- adhere to the Terms of Use of the relevant social media platforms/websites, as well as copyright,

privacy, defamation, contempt of court, discrimination, harassment and other applicable laws, as well as Beyond Blue's Privacy Policy.

A representative of Beyond Blue must *not*:

- be the first to make an announcement or release information that has not been previously released publicly;
- post or respond to material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, homophobic/transphobic, infringes copyright, constitutes a contempt of court, breaches a Court suppression order or is otherwise unlawful; or
- use or disclose any confidential or secure information; or
- make any comment or post any material that might otherwise cause damage to Beyond Blue's reputation or bring it into disrepute.

There are a number of methods available for the moderation of material that is offensive, obscene, defamatory, etc. Please consult the Online Communities Team for advice on this.

7. Personal use of social media

Beyond Blue recognises that staff have every right to use social media in their personal lives. This Policy does not intend to discourage nor unduly limit their personal expression or online activities. However, staff should be mindful that any comment made on social media can be tracked and could be used to discredit both the work of Beyond Blue and the staff member commenting – particularly if comments relate to the work we do at Beyond Blue. If in doubt about any of the following obligations, staff should consult with the Head of Brand & Marketing.

When using social media in a personal capacity, staff should:

- Reflect Beyond Blue's values, including respect, enthusiasm and integrity;
- ensure that comments do not undermine, ridicule, or otherwise damage the public position of Beyond Blue, Beyond Blue's work, Beyond Blue's partners, Beyond Blue volunteers or Beyond Blue staff;
- keep private any confidential information obtained in their capacity as a Beyond Blue employee/contractor;
- refrain from disclosing their professional contact details;
- refrain from providing comments on mental health issues to journalists, politicians, lobby groups or stakeholders;
- refrain from posting any material that could likely cause damage to Beyond Blue's reputation or bring it into disrepute;
- adhere to the Terms of Use of the relevant social media platform.

When publishing personal blog posts or opinion pieces about mental health or wellbeing, Beyond Blue staff must include a disclaimer informing the reader that the piece does not represent the views of their employer. Please consult the Strategic Communications Lead if you require assistance.

7.1 Using social media at work

When accessing social media via Beyond Blue's internet and intranet systems, staff must do so in accordance with Beyond Blue's Information Security Policy. This policy requires staff to use these resources reasonably in a manner that does not interfere with their work and is not inappropriate or excessively accessed.

Examples of reasonable use include:

- 'retweeting', 'posting' or 'sharing' content from the Beyond Blue accounts on their own social media accounts;
- monitoring social media for opinion or feedback around a particular issue relevant to the staff member's role; and
- checking personal social media accounts during a break.

Beyond Blue may restrict access to social media channels that represent a risk to privacy or security, or are

otherwise inconsistent with the Information Security Policy, or relevant internal policies.

7.2 Connecting with colleagues on social media

Beyond Blue recognises that staff may wish to connect with other Beyond Blue staff on various social media platforms. However, there is no expectation that staff **should** connect. It is at the discretion of the individual if they want to keep their profiles private.

8. Legal considerations

8.1 Privacy, confidentiality and information security

Personal Information obtained in the course of employment/engagement with Beyond Blue should only be used in a manner consistent with Beyond Blue's Privacy Policy.

Conversations or information that is deemed confidential or classified, or deals with matters that are internal in nature, should not be published or reported on.

8.2 Copyright

Copyright laws and fair use of copyrighted material must be respected and work attributed to the original author/source wherever possible.

8.3 Harassment and bullying

Beyond Blue's Equal Employment Opportunity Policy and Procedure applies in all situations, including in social media environments. Workplace bullying and harassment includes any bullying or harassing comments that staff make online, even on their own private social networks or out of office hours.

8.4 Defamation

Material that may cause injury to another person, organisation, association or company's reputation must not be published, and further guidance should be sought if publication of such material is thought to be necessary.

8.5 Offensive or obscene material

Material may be offensive or obscene and may infringe relevant online classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.

9. Related policies

- a) Declaration of Interests Policy;
- b) Privacy Policy;
- c) Equal Employment Opportunity Policy and Procedure;
- d) Grievance Management Policy and Procedure;
- e) Whistleblower Policy
- f) Employee policies and procedures guide:
 - i. Code of Conduct
 - ii. Employee Privacy
 - iii. Employee Confidentiality
 - iv. Public Comment on Political and Social Issues.
- g) Information Security Policy
- h) Acceptable Use Policy
- i) Mobile Phone Policy
- j) Code of Conduct
- k) Access Control Policy and Standard
- l) Beyond Blue Volunteer Management Procedure

10. Definitions and abbreviations

Term	Meaning
Avatar	A digital representation of a user in a virtual world or online community, often in the form of a three-dimensional character.
Confidential Information	Information, which, if compromised, poses a high risk and/or may adversely affect Beyond Blue.
Incident	Any unplanned event resulting in, or having the potential for, injury, ill health (including mental health), damage, or other loss, for example to property, reputation and more.
Personal Information	Information or an opinion about an identified individual, or an individual who is reasonably identifiable whether the information or opinion is true or not, and whether the information or opinion is recorded in a material form or not. This may include name, date of birth, occupation details, and medical records.