

MYMCA Social Networking Policy

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MYMCA Social Networking Policy

Policy Details

Policy Name: MYMCA Social Networking Policy

Policy Owner: Administration

Policy Scope: All MYMCA staff and volunteers

Stakeholders: All MYMCA staff and volunteers, customers and contractors

Responsibility:

CEO: Group Managers

Aquarena Manager: Aquarena staff

Youth Services Manager: Youth Services Staff

Stadiums Manager: Stadiums Staff

Policy:

MYMCA views social networking sites positively as an effective means to communicate with customers and stakeholders. MYMCA also recognizes that many staff use social networking in their personal lives.

However we wish to emphasise that staff are strictly forbidden from using personal and/or non-MYMCA social network accounts to interact with children and/or young people and their families who use Manningham YMCA services

This policy covers:

1. MYMCA-related use of social networking
2. MYMCA Staff personal use of social networking

Definitions:

Social Networking: An online community of people with a common interest who use a web-site or other technologies to communicate with each other and share information.

For the purpose of this document, social networking includes, but is not limited to the following sites:

- Facebook, LinkedIn, MySpace, Bebo, Friendster, Diaspora, Yammer
- Video and photo sharing websites such as Flickr, YouTube
- Micro blogging sites such as Twitter
- Blogs
- Forums and discussion boards such as Whirlpool, Yahoo,
- Online encyclopaedias such as Wikipedia
- Geospatial tagging (e.g. Foursquare)

MYMCA social networking administrators: MYMCA staff with authorization from their business unit manager to administer a specific MYMCA-branded site or Page, including posting and removing content

MYMCA social networking representatives MYMCA staff with authorization from their business unit manager to post comments on MYMCA sites

MYMCA Proprietary information: Information that is not public knowledge (such as certain financial data, business plans or trade secrets) and that is the legal property of MYMCA.

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Social Networking and Safeguarding Children and Young people

1. Staff are forbidden from using personal and or non-MYMCA Social Networking accounts to:
 - interact with children or young people or their families who participate in MYMCA services
 - to mention, discuss or publish material about children or young people or their families who participate in MYMCA services
2. To prevent children and young people from accessing potentially inappropriate material, staff are to ensure that their personal Facebook accounts can only be viewed by friends
3. The only staff who are authorized to use Social Networking to interact with children or young people and their families who participate in MYMCA programs are MYMCA social networking administrators and representatives using official MYMCA social networking sites.
4. Interaction which occurs on MYMCA social network sites or pages between Social Networking Administrators or Representatives and children or young people who use MYMCA is subject to strict supervision and review

Guidelines for both organisational and personal use

1. Staff are personally responsible for the content they publish on line.
2. Be mindful that content that is published may be public for a long time
3. Embody the MYMCA values of honesty, respect, responsibility and caring in all communication
4. Disclose only publicly available information about MYMCA that you are authorised to publish
5. Proprietary and confidential information is not to be discussed or referred to in social networking, including in private messages between site members who have authorized access to the information
6. Do not refer to MYMCA of Manningham City Council, adult customers, staff or contractors or disclose information about them without their approval
7. Adhere to the Terms of Use of the social media platform that is being used
8. Do not publish material which may damage the reputation of MYMCA or bring it into disrepute
9. If mistakes are identified, correct them quickly

Social Networking for MYMCA-related Purposes

MYMCA social networking sites

The following people are authorized to create and maintain MYMCA-branded social networking sites:

Position	Scope of authorization
Group Marketing Manager	Whole organisation
Youth Services Director	Youth Services sites

The status of a staff person as either an authorized MYMCA social networking administrator and/or representative is to be identified on their position description.

MYMCA social networking administrators must:

1. Monitor content of the site or page they are responsible for on a regular basis (at least once each working day).
2. Remove inappropriate content as soon as possible. Inappropriate content includes content that is:
 - I. In breach of the terms and conditions of the site
 - II. pornographic or sexually explicit

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- III. libellous, defamatory, racist, harassing, sexist, abusive, hateful, threatening or obscene, bullying or which vilifies others
- IV. is likely to be considered offensive by a reasonable person
3. Inform people who posted inappropriate content why it has been removed and the consequences for their behavior. (Depending on the nature of the content and the person's previous behavior on the site, they may be barred from publishing any further content for a temporarily or permanently, or provided with a warning that they will be barred from posting content and/or from the site if a further infraction occurs again)

MYMCA social networking representatives must:

1. Use a professional account which reveals their true identity or an approved MYMCA official account or avatar.
2. Ensure that any content that is published is factually accurate, complies with all MYMCA policies and is relevant to the purposes of the site and intended audience
3. Disclose their status and role as an MYMCA employee
4. Only offer advice, support or comment on topics that fall within their area of expertise and responsibility
5. When expressing personal opinions ensure that they include a disclaimer that they are personal opinions and not necessarily representative of MYMCA's position
6. Ensure they are not the first to make a MYMCA announcement (unless they have permission to do so)
7. Ensure profile pictures are to be of staff in MYMCA uniform
10. NOT publish content which is:
 - I. pornographic or sexually explicit
 - II. libellous, defamatory, racist, harassing, sexist, abusive, hateful, threatening or obscene, bullying or which vilifies others
 - III. is likely to be considered offensive by a reasonable person

Personal Use of Social Networking

The following are guidelines for personal use of social networking.

1. As previously mentioned never interact with children or young people who use MYMCA using personal and/or non-MYMCA social networking accounts. Do not use social networking to discuss or publish material about children or young people or their families who use MYMCA.
2. Do not mention MYMCA adult customers, staff, contractors or Council without obtaining permission from the applicable business unit manager
3. Identify yourself as an MYMCA employee if you refer to MYMCA, its people, products, services or its competitors and/or other business related individuals of organisations. Include a disclaimer that your comments and/or opinions do not necessarily represent those of MYMCA
4. Ensure any information about MYMCA products and services that you provide is factually accurate
5. Do not use MYMCA logos or trademarks unless authorized to do so
6. Do not create sites or pages using the name of MYMCA or its business units
7. If you indicate within your personal profile that you are an employee of MYMCA, be particularly mindful that content posted has the potential to be associated with MYMCA. As in our general guidelines, do not post content which may damage the reputation of MYMCA or bring it into disrepute.

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Breach of Policy

MYMCA may direct staff to remove content which is in breach of this policy from personal or MYMCA social networking sites. Staff are expected to comply with such requests as soon as is practicable. Failure to adhere to this policy may result in disciplinary action as per YMCA Staff Certified Agreement 2008.

Unlawful use of social networking sites may also lead to criminal or civil legal action being taken against individuals

Related Policies:

MYMCA IT User Responsibility Policy
Mobile Phone Policy
MYMCA Equal Employment Opportunity Policy
MYMCA Extranet Policy
MYMCA Privacy Policy
MYMCA Safeguarding Children and Young People Policy

Date policy implemented:

This policy was implemented on 7/8/2012

Review Date of Policy:

This policy is due to be reviewed by 7/8/2015