

# Easy Reference Sheet

## SOCIAL MEDIA POLICY

October 2021

### Background:

Wildcare Australia Inc. (Wildcare) is a widely recognised wildlife rescue and rehabilitation organisation in South-east Queensland. As such, the importance of information and members engagement online, particularly with social media, is of the utmost importance, to ensure Wildcare's good standing and reputation is upheld.

The Social Media Policy is a shared responsibility of all volunteers within Wildcare and not just the responsibility of the Management Committee and other key volunteers. **We all have a responsibility** to monitor the information we see and share on the internet, including: images, videos, and text.

Wildcare respects the rights of our volunteers to express themselves online, including on social media platforms, as long as they do not jeopardise or damage the reputation of the organisation.

We all need to understand that we are solely responsible for what we write and how we engage in a digital world – and recognise that how we participate digitally can be a direct reflection of yourself, but more importantly Wildcare, which could not only damage your own reputation, but also that of Wildcare.

### Purpose of this policy:

The purpose of Wildcare Australia Inc's Social Media Policy is to clearly outline expectations of appropriate use of social media for all members.

This ensures clarity for all, while at the same time, protecting the reputation and good standing of Wildcare.

### Definition:

Social Media refers to the platforms of Facebook, Twitter, Instagram, Youtube, Tiktok, LinkedIn, Pinterest, etc.

### Scope of policy:

his policy applies to **ALL** volunteers, members, and paid contractors of Wildcare. It applies to these uses of social media:

- Creating a social media presence as an official representative of Wildcare;
- Publishing messages, responding to comments, and uploading content, including data to official, public facing Wildcare social media channels and / or third-party social media channels'
- Making reference to Wildcare within a private capacity on social media; and
- When a member or contractor participates in discussion that relates directly or indirectly to the field in which they are involved/contracted by Wildcare.

Wildcare members agree to comply with the following directions regarding responsible use of social media:

- Be respectful at all times to the Wildcare organisation, our members and volunteers, staff of wildlife hospitals, our partners, and members of the wider community.
- Do not use slurs, personal insults, obscenity, threats, or engage in any conduct that would be unacceptable in any workplace.
- Discussions of internal Wildcare business, or any confidential or sensitive issue, are prohibited at all times, including print and/or through electronic media.
- Refrain from comments on social media criticising our members, their practice, or members of different wildlife organisations (if you have issue with how an individual is caring for an animal for example, speak to them directly, the relevant Species Coordinators, or a representative from the wildlife group).
- Strictly refrain from the use of the Wildcare Australia logo in social media posts, unless you have the consent of the Management Committee.
- Comply with Wildcare's current organisational policies.

**Wildcare's Management Committee reserves the right to remove any posts or comments deemed inappropriate and/or in breach of this policy from any social media platform which it manages.**