

## Social Media Policy

Girls from Oz (g-oz) recognises the importance of social media, the opportunities that are created by engaging with others in this way, the value in its potential for word of mouth promotion, and appreciates the role that our employees and volunteers play in this.

g-oz would not be the philanthropic organisation it is today without its employees, volunteers, g-oz community members and business partners spreading the word about our programs and benefits. This policy should not hinder your enthusiasm in sharing this information with your friends and other contacts. Complaints or concerns about your involvement with, or activities of g-oz, should be taken up with the General Manager.

### Application

This Social Media Policy applies to all g-oz employees and volunteers but does not apply to their personal use of social media platforms where they make no reference to g-oz related matters.

### Definitions

The term 'social media' refers broadly to any online media which allows for user participation, interaction or publishing. If you are officially authorised to represent g-oz in social media, or if you choose to make references to g-oz, its people, products or services in your personal use of social media, you are required to follow this policy.

Social media tools can include:

- Social networking sites – eg. Facebook, Bebo, Friendster, LinkedIn, Twitter and Tumblr
- Video and photo sharing sites – eg. Instagram, Tik Tok, Flickr, Snapchat, YouTube
- Blogs forums, discussion boards and online encyclopaedias – eg. Wikipedia

### Authorised Representatives

Select staff members and volunteers are specifically authorised to communicate via social media platforms on behalf of g-oz. Instructors are provided with a comprehensive Social Media Procedure prior to travelling, which outlines all content requirements for social media posts, including best use of images and videos.

### Employees and Volunteers

When making reference to g-oz, its people, community members and leaders, products or services, its competitors and/or other business related individuals or organisations on personal social media platforms, employees and volunteers should:

- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including g-oz, its instructors, its office staff, its partners, its competitors and/or other business related individuals or organisations.
- Disclose only publicly available information, and ensure that the information provided is factually accurate and complies with g-oz policies. You must not comment on or disclose confidential or sensitive information.
- Be mindful of the importance of not damaging the reputation of g-oz and/or bringing g-oz into disrepute.
- Be polite to, and respectful of, other individuals and communities with whom you interact online.
- Do not post images or videos that include g-oz participants, community members, or use g-oz logos and organisation branding. You are however welcome to 're-share' images and videos that g-oz has posted on their social media sites. This includes sharing on Facebook and re-sharing on Instagram.
- Ensure that you do not imply in any way that you are authorised to speak on g-oz's behalf.
- It is not appropriate for employees and volunteers to interact with g-oz participants through any social network outlet. Employees and volunteers should not accept requests for interaction (eg. "friend requests") with g-oz participants, nor should they actively seek out these opportunities. It is recommended that communication should not be made with any child known through their involvement in g-oz, even if they are no longer participating in g-oz activities.
- g-oz encourages its employees and volunteers to set their social network privacy to 'friends of friends' or 'friends only', and maintain these settings. This request is to ensure your privacy and protection when working with children and communities.



Kylie Lee-Archer  
General Manager

This policy will be regularly reviewed to take into account workplace and legislative change.

Date: July 2023