



# Social Media Policy & Community Engagement Guidelines

V3 20220713

## 1.1 Policy Statement & Purpose

Rainforest 4 Foundation adheres strongly to its core values in the online social media community and is committed to transparency and the highest standards of conduct and ethical behaviour in all of our communications.

Every day, people discuss and debate environmental issues in thousands of online conversations. We recognise the vital importance of participating in these online conversations and are committed to ensuring that we participate in online social media the right way.

Rainforest 4 uses social media applications to engage with the community and share information about our projects and to track and address community and other stakeholder concerns.

Social media increases the visibility and accessibility of Rainforest 4 to the public and other stakeholders. Social media enables us to communicate with donors, the general public and other stakeholders more rapidly and widely than through other forms of media. It helps us manage risks such as the spread of misinformation.

## 1.2 Mission

Rainforest Protection for Wildlife, Climate, People and the Planet.

## 1.3 Values

**Care for people** – We prioritise the safety and wellbeing of our supporters, volunteers, employees and the people in the communities in which we work.

**Integrity** – We interact with our supporters, partners, and employees with respect and honesty.

**Accountability** - We carefully steward all financial contributions to maximise outcomes for the rainforest conservation cause.

**Transparency** – We uphold high standards of transparency and comply with all requirements of charity regulators.

**Collaboration** – We actively collaborate with conservation partners at the local, national, and international levels.

**Care for Country** - We acknowledge Indigenous peoples as the Traditional Owners of the land where we work.

## 1.4 Scope

This policy and associated community engagement guidelines provides guidance for staff in their personal use of social media and outlines protocols for using social media in the context of their work with Rainforest 4. It applies to all staff including permanent and casual, contract workers, temporary agency workers, and volunteers. Our community engagement guidelines also apply to members of the general public and other stakeholders wishing to engage with Rainforest 4 and its employees online.

## 1.5 Definitions

### Social Media

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family and various communities.

## 2.1 Principles

Rainforest 4 wants to create friendly and safe places for all to enjoy. We ask everyone to be considerate when making comments or contributions on our social media channels and others associated with Rainforest 4. Before engaging in social media as a representative of Rainforest 4, staff must be authorised to do so by the CEO.

The following principles guide how our staff should represent the organisation in an online, official capacity when they are speaking “on behalf of Rainforest 4:

Once staff have authority to comment as a Rainforest 4 representative, it is their responsibility to ensure all their posts/comments:

- Are factually accurate and free of spelling and grammatical errors.
- Contain public information and do not disclose confidential information.
- Do not express personal opinions.



- Always relate to Rainforest 4 activities, ideally linking back to a page on Rainforest 4's website. Do not make predictions on future actions Rainforest 4 might take.
- Adhere to the Terms of Use of the social media channel being used
- Adhere to copyright, privacy, defamation, discrimination, harassment and other laws. Do not cause damage to Rainforest 4's reputation.
- To keep Rainforest 4's social media channels active, responsive and well-maintained.
- Monitor channels frequently (minimum twice per day).
- Respond to comments and enquiries in a timely, professional and appropriate manner – refer to Rainforest 4's internal Social Media Guidelines to determine the correct response and seek advice from the Corporate Communications team if unsure.
- Notify the Corporate Communications team of any viral posts or spiralling negative reaction that may impact Rainforest 4's reputation (either positively or negatively) and seek advice for an appropriate response.
- Capture posts, comments and responses made by Rainforest 4 and other parties in Rainforest 4's document management system as identified in the Social Media guidelines.
- Follow our Code of Conduct and all other policies.

Our Code of Conduct provides the foundation for these Online Social Media Principles:

*“Rainforest 4 Foundation employees are required under the Code of Conduct to behave at all times in a way that upholds Rainforest 4 Foundation's Mission and Values.”*

This commitment is true for all forms of social media. In addition, several other policies govern your behaviour as an employee in the online social media space, including the Privacy Policy.

**Be mindful that you are representing the organisation.** As a representative of Rainforest 4, it is important that your posts convey the same spirit that the organisation instils in all of its communications. Be respectful of all individuals, races, religions and cultures; how you conduct yourself in the online social media space not only reflects on you – it is a direct reflection on the organisation.

**Keep records.** It is critical that we keep records of our interactions in the online social media space and monitor the activities of those with whom we engage. Because online conversations are often fleeting and immediate, it is important for you to keep track of them when you're officially representing the organisation. Remember that



online statements can be held to the same legal standards as traditional media communications. Keep records of any online dialogue pertaining to the Rainforest 4.

**When in doubt, do not post.** Employees are personally responsible for their words and actions, wherever they are. As online spokespeople, you must ensure that your posts are completely accurate and not misleading, and that they do not reveal non-public information of the organisation. Exercise sound judgement and common sense, and if there is any doubt, DO NOT POST IT.

**Give credit where credit is due and don't violate others' rights.** DO NOT claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post and that they approve of you utilising their content. Do not use the copyrights, trademarks, publicity rights, or other rights of others without the necessary permissions of the rightsholder(s).

**Be responsible and accountable to your work.** Rainforest 4 understands that employees engage in online social media activities at work for legitimate purposes and that these activities may be helpful for operational reasons, however, we encourage all employees to exercise sound judgement and common sense to prevent online social media sites from becoming a distraction at work.

**Remember that your local posts can have global significance.** The way that you answer an online question might be accurate in some parts of the world, but inaccurate (or even illegal) in others. Keep that "world view" in mind when you are participating in online conversations.

**Know that the Internet is permanent.** Once information is published online, it is essentially part of a permanent record, even if you "remove/delete" it later or attempt to make it anonymous. If your complete thought, along with its context, cannot be squeezed into a character restricted space (such as Twitter), provide a link to an online space where the message can be expressed completely and accurately.

### 3.1 Community Engagement Guidelines

When engaging on our social media channels, please:

- **Be respectful:** don't harass, insult or be abusive toward others. We will not tolerate defamatory, obscene, offensive, threatening, abusive, pornographic, vulgar, profane, indecent or otherwise unlawful commentary. This includes material that racially or religiously vilifies, incites violence or hatred, or is likely to offend, insult or humiliate others based on race, religion, ethnicity, gender, age, sexual orientation or any physical or mental disability.
- **Keep it relevant:** Don't post off-topic or promote personal, commercial interests or party political statements.
- **Stay legal and authentic:** Avoid making defamatory, libellous, false or misleading comments and respect others' intellectual property rights. Don't



misrepresent yourself or others, or spread misinformation. This includes information contradictory to state and federal government advice.

- **Think about privacy:** For your own safety, and the safety of others, don't include personal information such as full names, addresses, phone numbers, or email addresses.

Rainforest 4 reserves the right to block, hide or delete any post/comments to our social media channels that it believes do not follow the guidelines outlined above.

We are not obliged to reinstate any individual who has been blocked or banned.

Please also refer to and comply with the relevant Terms of Service/User Agreements for the following platforms:

Facebook: <https://www.facebook.com/terms.php>

Instagram: <https://help.instagram.com/581066165581870>

Twitter: <https://twitter.com/en/tos>

LinkedIn: <https://www.linkedin.com/legal/user-agreement>

Comments on our content by others are their views only. Rainforest 4 does not necessarily endorse or agree with those views or third-party content which we may share. We cannot vouch for the accuracy, validity and / or completeness of third-party information.

#### **4.1 Breaches of these guidelines**

If we believe your comment breaches our rules of engagement, we will hide it from view for anyone outside of your network of connections.

Serious breaches will be deleted. If you continue to breach these rules, we reserve the right at any time to hide and delete comments, ban you from our page/s and report you to Facebook.

If you have any questions about our policy or any action we have taken, please email [info@rainforest4.org](mailto:info@rainforest4.org)

Rainforest 4's social media pages

We own and manage the following pages or accounts on social media platforms:

Facebook : @rainforest4 @SaveTheDaintree @RainforestRangers

Instagram @rainforest4 @SaveTheDaintree @RainforestRangers

Twitter @rainforest4

LinkedIn @rainforest4



## 5.1 Related Policies

- Code of Conduct
- Privacy Policy

Other legislation may apply in some circumstances depending on contractual relationship and nature of work.

- Corporations Act 2001 (Commonwealth)
- Privacy Act 1988 (Commonwealth)
- Public Interest Disclosure Act 2013 (Commonwealth)
- Australian Standard AS 8004-2003 Corporate Governance

