



Social Media Policy 2019

Self Advocacy Sydney Inc. is a forward-thinking organisation that actively embraces social media. As a relatively new communications medium, this can offer many benefits to the service, clients, employees and other stakeholders. However, without clear guidelines there is also the risk of misleading other participants, and harm being caused to the service's reputation.

The aim of these guidelines is to communicate our services policies and provide guidance for Self Advocacy Sydney Inc.'s employees, and others representing the company in social media activities.

- We will not use false or fake personas.
- We will not pretend to be impartial individuals in order to promote the service, its brand, products or services.
- **Only** those authorised to do so in their job description or contract should undertake social media activity on behalf of the service. Others should refrain from doing so. This includes responding to any comments posted.
- Any personal social media communication on matters that relate to the service should include a disclaimer approved by the CEO that the content is their personal view and not the official view of the service.
- We do not provide any confidential or proprietary information.
- We do not make reference to clients, colleagues, suppliers or sub-contractors without their express prior approval.
- Prohibited communications include; postings that may be considered discriminatory or harassing, spam or junk type postings, profanity or pornography.
- If any employee becomes aware of any negative comment made about the service, its brand, products or services on any social media they will not respond directly, but inform the Executive officer as soon as possible.
- We will monitor use of social media and address any perceived over-use of personal social media.
- Any person disregarding this policy will be liable for any negative outcomes that result and may also face disciplinary procedures or dismissal.

These guidelines apply to all stakeholders. As social media is a fast-developing means of communication, any suggestions that may help us adapt to new issues or improve on these guidelines are welcomed.

These guidelines will be regularly reviewed by the Executive Board to ensure continued effectiveness and improvement.

Arthur Bozikas
CEO
Date : 14/06/2019

Bruce O'Brien
President
Date : 14/06/2019