



ARMS Social Media Policy

Guidelines	
Last amended	May 2016
Executive Committee Endorsement	
Proposed Review Date	May 2017
Related Documents	Marketing and Communications Policy (under construction).

PURPOSE

Social Media is a growing industry and ARMS recognises the need for clear expectations and guidelines for use within social media sites when representing ARMS. Social Media includes but is not limited to, all social networking sites such as Facebook, Twitter, Forums, Discussions, LinkedIn, Wikis, YouTube, and Blogs.

Communication includes all internal and external communication channels through which news, education, advocacy, promotional messages and marketing material are distributed.

SCOPE

These guidelines apply to all employees, volunteers, contractors and/or subcontractors performing work on behalf of the Society. These guidelines should be read in conjunction with the Social Media Policy and other related policies. These Guidelines do not detract from a volunteers overarching duty not to act in a way that may cause damage or harm to the Society or risk harm to the health and safety of members of the Society's reputation.

DEFINITIONS

"Personal Use" [of social media] means private use, at work or at home, that does not occur at the direction of the Society. It includes for example, posting on a personal Facebook wall, writing and sharing a blog post from a personal blog and sharing photographs taken with a personal device.

"Professional Use" [of social media] means use in an official capacity as a representative of the Society, or at the direction of the Society, or with the Society's consent. It includes, for example posting on behalf of the Society on the ARMS Facebook page, LinkedIn Group, or commenting on behalf of the Society.

"Social Media" refers to websites and applications used for social networking. Common social media applications include social networking sites such as Facebook and LinkedIn, blogs (personal, professional and those published anonymously) and microblogs such as Twitter, content sharing websites such as YouTube and Instagram, and discussion forums and message boards.

PROFESSIONAL USE OF SOCIAL MEDIA

Posting on ARMS Social Media

Material posted on ARMS social media sites and platforms has the same status as any public communication from the Society. Appropriate policies should be observed and approvals should be obtained.

Think about the audience

When responding to comments or tweets, be personable, accurate, relaxed and friendly, as appropriate to the channel or social media site.

It's not a one-way conversation

Engage with and listen to others. Social media is not a broadcasting tool. Comment and respond to the conversations.

Respond in a timely manner

Responses to queries should be timely and information posted should be up-to-date and accurate. State openly how long it will take to reply to enquiries once they are made. The preferred average time to respond to an enquiry is 3 hours.

Ensure confidentially

Where confidential, private or sensitive information is concerned, be wary. Social media is inherently insecure so unless the sharing of information is authorised or specifically requested, do not disclose.

Abide by the law

Do not post content that violates any state or federal laws. Get permission to reproduce copyrighted content.

Trust and credibility

Always act honestly to ensure credibility is maintained. If mistakes are made, be the first to admit them, and where possible make public corrections.

Use of images and/or video

In most cases, prior permission (i.e. a release) must be obtained to post, share or distribute images of individuals whose images are identifiable. For that reason, it is always best to use content, such as photographs or videos, obtained by the ARMS Executive Office specifically for the purpose of posting or distribution. For assistance with release forms, contact the ARMS Executive Office.

Remove inappropriate content within 24 hours

A ruling by the Advertising Standards Bureau, and supported by the Australian Competition and Consumer Commission, dictates that Facebook Pages are a form of marketing and therefore subject to regulation under advertising codes. It stipulates that brands are responsible for all pictures, comments, posts and other user generated content and can be held accountable for failing to remove discriminatory, false and misleading information within 24 hours of it being posted.

Understand that not all comments will be positive

Respond to negative comments professionally and provide any additional information that may help resolve the issue. In some cases it may be best to ignore negative comments. If unsure contact the ARMS Executive Office.

Comply with Society Guidelines

The Society reserves the right to edit or delete any content (including but not limited to comments, images, videos) that it deems to be offensive, discriminatory, profane, indecent, slanderous, obscene, soliciting, threatening or illegal and block any users who post such content. This also includes commercial

content and unsolicited advertising. Please do not post material that could be considered and infringement on the rights of others.

Remember that these are public forums and whatever information you share will be viewed by others. The Society has no control over the policies and practices of these third party sites. Once you leave any of ARMS related sites you are subject to the policies of the third party sites.

Posting as a Representative of the Society on Externally Hosted Social Media

Representation as an ARMS employee or volunteer may be explicit, for example, by posting under a profile which identifies the employee or volunteer as employed by the Society, or implicit, for example, by providing information that makes it demonstrable that the employee or volunteer is associated with the Society. When this occurs, the following guidelines apply.

Seek approval

Do not post in a representative capacity on social media without first obtaining or confirming approval to do so from the Executive Office.

Use a disclaimer

Be clear about who you are representing when engaging in Social Media. For example, state that: “The comments on this site are mine alone and do not reflect the views of the Australasian Research Management Society (ARMS)”.

Be professional

Use courteous and professional communication, at all times.

Refrain from using the ARMS logo or make endorsements

Do not use the ARMS logo or images on third party social media platforms. Do not use the Society’s name to promote or endorse any product, cause or political party or candidate.

Comply with third party policies

Review and abide by the host site’s policies and practices. If those policies and practices are inconsistent with duties owed to the Society, do not post on the site.

Avoid untrustworthy or unlawful sites

Do not participate in social networking activities which use language (text or audio) or images which portray or can be interpreted to portray illegal activities, harassment, profanity, obscenity, pornography, abuse of people or animals, defamatory or libelous matter, threats, infringement of intellectual property rights, invasion of privacy, hate, discrimination, embarrassment to any person or entity, or matter otherwise injurious, objectionable, or inhospitable to professionalism or the image of the Society.

Further Assistance

For assistance with establishing or maintaining social media profiles please contact the ARMS Executive Office admin_officer@researchmanagement.org.au

All Social media policies can be found on the ARMS website www.researchmanagement.org.au or request a copy from the ARMS Administration Officer – admin_officer@researchmanagement.org.au

Version Control

Version	Date of Approval	Date for review	Circulation	Document owner
Final	May 2016	May 2017		Executive Office

Update				
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