

# COMMUNITY CARE TASMANIA

## SOCIAL MEDIA CODE OF CONDUCT

### Purpose

The purpose of this document is to provide guidance to CCT employees around engaging in the use of social and other media.

### Scope

This code applies to all employees of CCT, including permanent, part time, casual, trainees, contractors, placement students and volunteers.

### Overview and principles

Social media can be used engage with the general public, clients, Support Workers and their families or the Board. The objective of this code is to set the parameters for the use of social media, where it forms part of the employee's professional responsibilities and inform employees of their responsibilities, when using social media in a personal capacity. This code is also used to manage the risks associated with CCT's use of these tools.

It is essential that employees understand that comments published via any media including social media platforms are treated the same way as public statements. As such they should be made only by an authorised spokesperson for CCT in the same way that comments are made in any public forum or to the media. Authorised persons are the CEO or Chair of the Board.

Employees are personally responsible for content published in their personal capacity on any form of social media platform. Employees should be aware of and understand their responsibilities under this Code <P:\FORMS AND POLICIES FOR COMMON CARE STANDARDS\Community Care Policies and Procedures\Policies and Procedures\07 Human Resource Managementv4.doc> noting Clause 7.5 Staff Code of Behaviour

### Compliance

All staff should comply with the approved Code of Conduct and the Code of Behaviour as set out in the Human Resources Policy

### Approved use of social media

All media communications that are generated, forwarded or viewed using the CCT computers, server and or network, belong to Community Care TASMANIA. Any inappropriate or unlawful online content relating to CCT, or content that may otherwise have been published in breach of this CCT code of conduct and values should be reported immediately to the CEO.

## To avoid breaching this code employees must:

- only disclose and discuss publicly available information
- ensure that all content published is accurate and not misleading and complies with all relevant organisational policies and other government requirements
- expressly state that stated comments are your personal views and are not representative of CCT
- behave politely and respectfully
- adhere to the terms of use for using the social media platform or website, and adhere to legislation including copyright, privacy, defamation, contempt of court, discrimination, harassment and any other applicable laws, and CCT 's Privacy Policy.

## Employees must not:

- be friends on facebook or other social media with clients
- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful
- imply that they are authorised to speak as a representative of CCT nor give the impression that the views expressed are those of CCT
- use the identity or likeness of another employee, contractor or other member of CCT
- use their CCT email address or CCT logo or insignia that may give the impression of official support or endorsement of their personal comment
- use or disclose any confidential information or personal information obtained in their capacity as an employee, client or contractor of CCT
- post material that is, or might be construed as, threatening, harassing, bullying or discriminatory towards another employee or contractor of CCT
- comment or post any material that might otherwise cause damage to CCT's reputation or bring it into disrepute.

## Reasonable and unreasonable personal use

- If accessing social media via CCT's Internet and systems, employees must do so in accordance with this code and any other relevant CCT policy.
- CCT requires employees to use these resources 'reasonably', in a manner that does not interfere with work, and is not inappropriate or excessively accessed.

Examples of reasonable use include:

- Updating personal Facebook status and posting messages during a lunch break.
- Organisational resources should not be used to access or post any material that is fraudulent, harassing, threatening, bullying, embarrassing, sexually explicit, profane, obscene, racist, sexist, intimidating, defamatory or otherwise inappropriate or unlawful.
- It is not acceptable to spend time using social media that is not related to your work unless it occurs in your own time (for example during meal breaks) or at times approved by the CEO.

## Use of CCT social media pages

- Only staff that have **authorised authority** to post content on social and other media may do so.
- This authorisation is given by the CEO or delegate.

### Those with authorised authority must:

Confirm they have authority before proceeding

- Identify as an employee of CCT, the CEO or as Chair of the Board
- Disclose and comment on information as directed by the CEO or as Chair of the Board or their delegate.
- Ensure that all content published is accurate and not misleading and complies with all relevant CCT policies and other relevant requirements
- Ensure they are not the first to make an announcement (unless specifically given permission to do so)
- Ensure comments are respectful of the community in which they are interacting online
- Adhere to the terms of use for using the social media platform or website, and adhere to legislation including copyright, privacy, defamation, contempt of court, discrimination, harassment, anti-bullying and any other applicable laws, and the CCT Privacy Policy.

## Defamation

Employees are to refrain from publishing material that may cause injury to another person, organisation, association or company's reputation, and should seek legal guidance if publication of such material is thought to be necessary.

### Failure to comply with the CCT Social Media code of conduct may result in one or more of the following:

1. Additional training
2. Mentoring or support
3. Closer scrutiny and monitoring of work and performance
4. Warning or reprimand
5. Suspension may occur during an investigation of an event
6. Financial penalty – for example demotion or variation of Employment Contract
7. Dismissal
8. Police intervention

Author	Revision	Board subcommittee review	Board Approved
CCT CEO or delegate	CEO or delegate February 2016		4/16
	CEO or delegate November 2018		
	CEO or delegate October - February 2019	November 2019	November 2019
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