

WACC POLICY

SOCIAL MEDIA

Issued by the General Secretary

April 2011

1. Social media offer various opportunities for WACC to interact with its members, its partners, potential funders and the general public. However, because social media activities can be viewed by large numbers of people, any inappropriate use of such fora could have very serious repercussions for the Association. All members of WACC staff who participate in social media must, therefore, do so in a responsible manner.
2. WACC generally takes the view that what employees do on their own time is not of concern to the organisation. However, as social media has become integrated into both business and personal life, the Association requires a policy on the use of social media that applies both on and off the job. It is essential that members of WACC staff ensure that their use of social media at anytime does not harm the reputation of the Association, its Members, its partners, or other members of staff.
3. For the purpose of this policy, social media includes any internet-based facility which provides social networking (such as Facebook), facilitates multi-media posting (such as YouTube), includes a wiki (such as Wikipedia), allows blogging, or otherwise hosts user-contributed material.

Participation on behalf of WACC

4. Social media has been identified as an appropriate platform for WACC to raise its profile and to conduct advocacy activities.
5. As chief executive of the organisation, the General Secretary has overall responsibility for all aspects of WACC activities, including participation in social media.
6. The Communications Officer has been identified as being responsible for co-ordinating, under the direction of the General Secretary, WACC's use of social media to ensure it is an effective tool for communicating information.
7. In order to be effective, the use of social media must be properly managed. For this reason, WACC's activity in such fora will be limited to a level consistent with the resources available to ensure that appropriate levels of participation and monitoring can be carried out.
8. A social media facility to be operated on behalf of WACC may only be established with the approval of the General Secretary, and a member of staff will be designated as responsible for managing the operation of the facility and for keeping the Communications Officer aware of activities on the facility.
9. An account in WACC's name on a social media facility may only be established with the authorisation of the General Secretary, and a member of staff will be designated as responsible for the account.

10. The objectives of any social media facility or account must be established in advance, and the employee assigned to the facility or account must ensure that the objectives are met.
11. Participation in social media on behalf of WACC may only be undertaken by those employees authorised by the General Secretary to speak on behalf of the organization. In general, such authorisation will be limited to specific areas in which the staff member is considered to have expertise.
12. Social media participation must recognise that WACC's primary electronic communication tool is its website, and must support that facility.
13. Login credentials for any WACC social media facility or account must be provided to the Manager of Administration, in order to ensure that WACC, not just the employee who is assigned, may access it.

Personal participation

14. Unless authorised by the General Secretary to speak on behalf of WACC, all staff must ensure that any information that they post on social media is not attributable to WACC. In particular:
 - Any member of staff who has a personal social media account or who operates a Social media facility is strongly encouraged to include a disclaimer to indicate that the opinions expressed are not necessarily those of WACC, and
 - When posting anything on social media employees should, unless they have been authorized to speak on behalf of the organisation, ensure that it is clear that any opinion expressed is their personal opinion and that it cannot be interpreted as that of WACC.
15. Employees must recognise that they may be identified as being associated with WACC even if they do not intend for this to happen. Personal conversations on social media must be considered as public, not private, and may become more widely available than originally intended. Consequently, staff participation in social media may reflect on WACC, and if this leads to adverse consequences for the Association employees may be held responsible.
16. When posting to social media, all members of staff should:
 - Avoid confrontation and respect the views of others,
 - Refrain from stating any opinion or sharing any material that is likely to give offence,
 - Not express an opinion in a way that could be interpreted as fact,
 - Refrain from political or social comment which may be inconsistent with a position officially adopted by WACC,
 - If posting a video or any other material in which a person may be identified, ensure that it will not cause embarrassment or offence, or be misinterpreted,
 - Protect their privacy, and also the privacy of other by, for example, not including any personal information in posts,
 - Correct any error that they may make at the earliest opportunity,

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- If correcting errors made by others, do so by quoting facts and without criticising those responsible for the errors, and endeavour to avoid arguments,
 - Not criticise WACC, any of its Members or partners, or its staff,
 - Act in a manner that is consistent with the requirement of WACC policies.
17. Unless specifically authorized to do so, employees participating in social media must not:
- Include the WACC logo, or other logo or device used by the Association,
 - Publish any copyright material (note that WACC has the copyright to all material produced by staff during the course of their work), or
 - Release any confidential information concerning WACC, its Members, or its partners.
18. Any employee who becomes aware of any information posted on a Social Network facility that is critical of WACC, or which might otherwise harm the reputation of the Association, must notify the Communications Officer.