

Social Media Guidelines for KHA Staff

Introduction

This policy outlines Kidney Health Australia's rules for staff engaging in social media activity. It has been created to provide staff with the guidelines on how they use social media, and what is and isn't acceptable in the online domain.

Social media refers to any online channels and tools used to publish, discuss, or share information in a private or public setting. This can include social networking websites such as Facebook, Twitter, Instagram, Pinterest, YouTube, Twitter and SnapChat; as well as online forums, blogs, and websites.

With increasing use and integration of social media within our society, it has been identified that a policy outlining appropriate use of social media for KHA staff is necessary and is a condition of employment.

Application

This policy applies to all staff engaged in activities at Kidney Health Australia either on a permanent, part-time, casual, volunteer or contract basis.

Guidelines

The guidelines for policy around social media should be considered 'common-sense' and are not limited to but will include:

- Do not make any personal comment or opinion regarding Kidney Health Australia or any of its employees or stakeholders on any personal social media.
- You should not represent yourself in any way on your personal social media as being a representative of KHA, nor should you create any social media environment to connect any attendees of any KHA event, program or service.
- You are welcome to share links to any KHA public page or social media feed on your personal page. However you are not permitted to refer to or promote any KHA activity or program on your personal social media that is not publicly promoted, without email permission from the Senior Management Team member responsible for that program.
- KHA staff that engage with participants of any program or service are not permitted to connect with any person/s under the age of 18 that they may meet through such programs or services through social media.
- Should a KHA staff member previously have a person under the age of 18 as a connection on social media before they commenced employment with KHA, it is accepted that that relationship will proceed and overrule this policy.

- KHA staff are not permitted to post any personal pictures from any KHA event, program or service on their personal social media, regardless of what capacity they supported or attended the event, program or service in.
- All KHA staff should be aware that social media is a public environment and be mindful that any use of social media may be considered as permanently being in the public domain once published and cannot be erased.
- KHA staff should not be using personal social media during working hours, and should not use KHA hardware to access personal accounts, unless required as part of their role.
- KHA staff are not permitted to respond to posts or queries received by KHA's official social media accounts, either through their personal accounts or KHA accounts, without express permission from the Communications Unit.
- In some instances, KHA staff from other business units may be asked to assist the Communications Unit with creating content. This process will be managed through the Communications Unit and will abide by standard approval processes. This will not allow staff from other business units to disseminate KHA content to any KHA owned social media accounts.

Additional information

For additional information or further guidance on acceptable policy and behaviour, please contact the Head of Marketing and Communications.