



Social Media

Australian Education Union ACT Branch Policy

Policy Number	POL050	Version	3.0
Last Reviewed	December 2018	Next Review	December 2021

INTRODUCTION

The Union embraces social media as an important tool for engagement with members and recognises that social media conversation is important for Union campaigns.

The Union supports the right of all employees and officers to explore and participate in social media, but in doing so expects them to use sound judgement, common sense and adhere to all relevant Union policies.

PURPOSE

The purpose of this document is to provide guidance as to the Union's expectations on how employees and officers are to participate in online social media, both personally, as well as when acting on behalf of the union.

POLICY

Officers and employees who are authorised to contribute to social networking and social media sites on behalf of the AEU must adhere to the processes contained in the *Authorised Contributor* section of the procedures.

Officers and employees who access social networking and social media sites for their personal use at work or outside work and refer directly or indirectly to the AEU or to AEU related issues, must adhere to the processes contained in the *Personal Use With Reference to Union* section of the procedures.

Officers and employees who access social networking and social media sites for their personal use at work or outside work where the employee makes no reference to the AEU or AEU related issues, are advised to exercise good judgement and common sense when posting comments or publishing information. Further information is provided in the *Personal Use Without Reference to the AEU* section of the procedures.

RESPONSIBILITIES

It is the responsibility of the Branch Secretary to ensure that officers and employees are aware of this policy.

PROCEDURES

1) Authorised Contributor

The Branch Secretary will determine which employees and officers are authorised to contribute to Union social media on behalf of the AEU. Any authorised contributor must adhere to the following principles:

- Focus on topics that are related to the Union's business.
- Reflect Union policy on any issue.
- Be sensitive about controversial issues.
- Add value by providing worthwhile information and perspective.



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- Use content, images and language that will maintain or enhance the reputation of the Union.
- Citing or referencing of members must only be done with their approval, with a link back to the source, if possible.
- All copyright requirements must be met.

2) Personal Use with Reference to the AEU

Officers and employees who access social networking and social media sites for their personal use at work or outside work and refer directly or indirectly to the AEU or to AEU related issues, must adhere to the following principles:

- Do not disclose confidential information, personal information or sensitive information concerning Union employees, officers, members, tenants or businesses with which the Union has dealings.
- Use content, images and language that will maintain or enhance the reputation of the Union.
- Do not post anything that is false, misleading, obscene, defamatory, profane, discriminatory, libellous, threatening, harassing, abusive or embarrassing to another person or entity (including other groups or businesses related to Union activity).
- Any posts on social media or social networking sites that refer directly or indirectly to the Union or to Union related issues must be consistent with Union policy and/or values. If in doubt seek the advice of the Branch Secretary prior to making the post.
- Make it clear that your opinions are your own and do not necessarily reflect the views of Union. For this reason, Union employees and officers with personal blogs that mention Union or Union related issues should include the following disclaimer in a visually prominent place on their blog: *The views expressed are my own and do not necessarily reflect the views of the AEU.*
- Identify yourself as an employee or officer, as failing to do so could be misleading to readers or viewers. Whenever you are blogging about Union-related topics or providing feedback relevant to the Union or to other blogs or forums, identify yourself as a Union employee or officer.

3) Personal Use without Reference to the AEU

If an employee or officer is representing him/herself as an individual, with no connection or reference to the AEU, then the AEU would normally have no reason or right to contest any social media or social networking contribution to which this individual participates. However, even in these circumstances the AEU does expect officers and employees not to post anything, which may directly or indirectly bring the Union into disrepute.

RESOURCES

Operational activities related to this policy are to be delivered within budgeted office resources.