



Social Media Policy & Guidelines

Version Control

Date	Version	Edited By	Reviewed by	Date
2023	1	Kylie Spears	National Board	16/11/2023

To be Reviewed in May each Year.



Social Media Policy

The Australian Local Government Women's Association (ALGWA) as the peak body for women in local government is the strong collective voice for local democracy. It is the preeminent leader in a community of dynamic and passionate women in Local Government.

We are committed to our intent of advancing leadership to enhance democracy for all Australians. Our membership, events and promotions, enable women at all levels to stay informed, connected and inspired.

We are excited to lead change and create a strong, collective voice for our communities by the bringing together of extraordinary women from across the country.

Vision

ALGWA is committed to achieving gender equality in local government in Australia.

ALGWA supports and promotes women in local government through advice, advocacy, connecting and mentoring



Intent

ALGWA seeks to enable its National Board to safely and confidently navigate social media. The lines between professional and personal online interactions can be blurry, and while we encourage participation in social media, keep in mind that when you are online, you should follow the same principles, ethical standards and confidentiality requirements that apply to the 'offline' world.

Embrace social media as a way to reach out and empower women, because ALGWA has many tools on offer and many ways to solve our real-world problems together.

Social Media Channels

ALGWA currently has the following:

-  Facebook - [ALGWA](#)
-  Instagram - [/algwa](#)
- Linked In
-  Twitter - [@Algwa](#)



Social Media Guidelines (Outward facing)

These guidelines ensure that ALGWA's social media channels are a positive experience for all members.

We encourage you to ask questions, contribute to discussions and share information, photos and videos with us and other users on our channels.

We also ask that you leave any unsuitable or unpleasant comments at the door and keep your interactions courteous and respectful to others.

By posting or using ALGWA's social media channels you are accepting our social media guidelines.

Our social media channels are moderated and ALGWA reserves the right to delete inappropriate activity and to ban any community member who breaches our social media guidelines.

Examples of inappropriate activity includes information that is:

- inaccurate, indecent, misleading, defamatory or slanderous
- personal or confidential (like phone numbers or addresses)
- abusive, inflammatory or obscene language
- considered bullying or harassment
- a breach of copyright or intellectual property laws
- discriminatory (age, disability, family status, gender, nationality, race, social origin, religious beliefs or activity)
- deliberately disruptive or trolling
- promoting commercial interests
- a violation of [Facebook's Terms of Service](#).

Please keep in mind that community posts on ALGWA's social media channels do not reflect the opinions of the ALGWA.

We take privacy seriously. Any personal, sensitive, unique or identifiable information inadvertently or otherwise posted directly or indirectly to our social media networks may be collected from those networks by our monitoring, reporting and archiving platforms and will abide by [our Privacy Policy](#).

From time to time, ALGWA may mention, tag or share content from a local business or local organisations.

This is not to be viewed as a formal endorsement in any way and does not necessarily mean the ALGWA has a partnership or sponsorship agreement with that business.



Content Guidelines

When posting to the Social Media channels of ALGWA you should understand and abide by the following DOs and DON'Ts:

1. BE NON-PARTY POLITICAL AND CAREFUL

- a. **Be non-party political**
- b. **If something you are about to write, makes you stop and think, then you probably shouldn't publish it.** If in doubt, ask (the Board) for advice.
- c. **You shouldn't make comments that may reflect poorly on ALGWA.** You should always be sure that what you write reflects our Vision and respects the law. (Including laws governing defamation, discrimination, harassment and copyright and fair use)
- d. There isn't any true anonymity on the internet. **Using a screen name doesn't mean your comments can't be traced back to you.** Write as if everyone knows who you are and where you work.
- e. **Be careful about sharing detailed personal information online – protect yourself.**

2. BE SMART

- a. Always exercise good judgment and sense when engaging in online interactions. The truth is that **your online interactions are permanent.** And since they can also be shared by other people – whether you like it or not – you should assume they will be 'public' in the broadest sense of that word.
- b. When you engage in inline (online) conversations **you are responsible for what you write.** Please keep in mind that if you identify yourself as an ALGWA Executive committee member, or the context makes it clear that you are one, what you write can reflect on our brand (and our reputation).

3. BE GENUINE

- a. Be **genuine, personable and relatable** in your conversations – people want to talk to people, not someone making a pitch.
- b. If someone is looking for information and you know that it may be on our Website, feel free to direct them to algwa.net.au **Make sure that the information you provide is in response to a specific question and can't be misconstrued as spamming.** (which you should never do)
- c. **If you aren't a subject matter expert in a particular conversation topic, it is probably best not to jump in.** Pass the conversation on to another Board member who can make a valuable contribution.



4. BE HONEST

- a. When you're engaging in a conversation about ALGWA or what we do, be honest about who you are. Use your real name and avoid writing anonymously. **Don't misrepresent yourself.**
- b. No false or misleading posts which would bring ALGWA into disrepute.

5. CONFIDENTIALITY

- a. **Never share ALGWA's confidential or business contract information.** This includes things like financial information, website traffic numbers, business development relationship details, information about negotiations or disputes with other parties or organisation charts (and information provided confidentially by member/s).

6. LOGO

- a. You cannot use the emblems or the **ALGWA** logo or any photos containing the logo as any part of your blog or personal social media profile. If you have any question about this, please seek approval from the **CEO**.
- b. If you talk about **ALGWA**-related issues on any digital social media platform add a disclaimer to each platform making clear that the views you express are yours alone. Be aware that this disclaimer doesn't free you from the obligations you have with ALGWA. We do encourage our National Board, volunteers and interns to post positive comments and not comments that can be perceived as slanderous, hurtful or defamatory.

7. BE RESPECTFUL

- a. The online world is full of existing and potential site visitors as well as our own members. **Take care not to alienate these groups with comments that are exclusionary or harmful in nature.**
- b. **Each social media community has its own culture, etiquette and norms. It is recommended that you are familiar with their respective Terms and Conditions in order to ensure online activity is not in conflict with behaviour guidelines.**

8. GOOD SHARING

- a. **Make sure you are adding quality and value to the conversation.** Be helpful, insightful, interesting and truthful – these qualities are always appreciated and will leave your audience with the best and most desirable impressions of ALGWA. There should be a consistent message across all forms of social media.



Content Process

A yearly plan will be established.

It will include:

- Monthly themes
- Observance of major days
- ALGWA Events
- ALGWA State events

Posting Process

- Posts are scheduled one month ahead wherever possible
- Ad hoc posting will only occur when arising from events
- Maximum of three planned posts per week over any channel
 - One post for all
 - One tailored to each channel
 - One shared from agreed sources

Groups we Share with (as per listing)

- ALGA
- National Council of Women
- National Rural Women's Coalition
- Australian Gender Equality Council (AGEC)
- Other ALGWA branches

Review:

- All ALGWA policies will be subject to a review conducted by the National Board at least every three years from the date of this policy.