**Lions Australia Social Media Policy: August 2021**

1. **Introduction**

1.1 Document Purpose

This policy is intended to provide Lions Australia employees, volunteers, and members with clarity on the use of social media platforms.

1.2 Document Scope

Social media is online media that allows for interaction and/or participation. Examples include:

* Social networking and micro-blogging sites like Facebook, Twitter, Foursquare, Tumblr, Pinterest, and Instagram,
* Video and photo sharing sites like Flickr and YouTube,
* Online forums and discussion blogs, including comments on online news articles

1.3 Audience

This social media policy applies to all people who work, volunteer or represent Lions Australia in Australia or overseas.

1. **Background**

The Lions Australia National Office has a well-established presence across a range of social media channels. These channels are used as additional communication and promotion tools to complement our existing communication and marketing avenues. Social media is primarily used to provide Lions members and the general public with community interaction and an opportunity for the public to support Lions, while learning about the organisation, our services, resources and campaigns. Lions clubs are also increasingly using social media to interact with their members and communities. As with the National Office, social media is used in clubs, zones, and districts as a complimentary tool to other engagement and promotion activities.

1. **Guiding Principles**

Lions Australia employees, volunteers, and members are encouraged to participate in social media. Whenever Lions Australia employees, volunteers or members are interacting on social media, whether in an official or personal capacity, the following guiding principles should be considered.

* I will not criticise Lions Australia, Lions Clubs International, their employees and volunteers including Lions club members, or related Government policy
* I will respond to others’ opinions respectfully and professionally
* I will not do anything that breaches my terms of employment
* I will not harass, bully or intimidate
* I will acknowledge and correct mistakes promptly
* I will disclose conflicts of interest where I am able
* I will not knowingly post inaccurate information
* I will be polite, considerate, kind and fair
* I will always ensure my activity does no harm
* I will promote the Purposes of the International Association applicable to Multiple

District 201

1. **Definitions**

4.1 Social Media

For the purpose of this policy, social media is defined as ‘any conversation or activity that occurs online, where people can share information or data that might impact on Lions Australia or the people who use our services’.

4.2 Official use

Official use is when an employee, volunteer or Lions member is using social media as a representative of Lions Australia. Posts from these accounts must:

* Do no harm
* Not promote individual political candidates, preferences or Parties
* Not promote individual businesses or money making ventures of Lions Australia staff, members, or volunteer’s for financial gain
* Comply with the Lions Code of Ethics and Purposes

4.3 Personal use

Personal use is when an employee, volunteer or member is using social media as themselves, not officially representing Lions, but identifying themselves as affiliated with Lions in their online biographies, profiles or posts, or through other digital platforms. People who are employees, volunteers or members who do not identify themselves as being affiliated to Lions Australia are still counted as representing the organisation, as the nature of the online world means they could be traced back to the organisation through their online presence. Post from these accounts must:

* Do no harm
* Not suggest or imply that Lions Australia endorses individual businesses, money making ventures or political candidates or Parties
1. **Inappropriate use**

Inappropriate use of social media includes (but is not limited to):

* Conducting a private business on Lions Australia’s social media presence
* Using discriminatory, defamatory, abusive or otherwise objectionable language
* Stalking, bullying, trolling or marginalising any individual or group
* Accessing or uploading pornographic, gambling or illegal content including extreme images of graphic content or information regarding activity relating to firearms, bombs, terrorism etc.
* Accessing sites that promote hatred or extreme/fundamental beliefs and values
* Direct political affiliation, unless an individual is running for election (but only on a personal account)
* Excessive debate on public policy
* Hacking or attempting to infiltrate the systems of Lions Australia or another organisation
* Criticising or denigrating Lions Australia, or other organisations, and our/their employees, volunteers or members
* Paid endorsement of any kind, including in kind services or gifts
* Activity that interferes with work commitments