



USE OF SOCIAL MEDIA POLICY

March 2018

Date	Summary of Amendments	Approved by
<i>March 2018</i>	<i>Policy drafted</i>	<i>CEO</i>

Use Social Media Policy

Overview

Screen Queensland (SQ) embraces the use of social media as a key communication channel and engagement mechanism that facilitates interaction within and between people, groups of people, communities and organisations.

SQ is also supportive of team members participating in social media in their personal time to keep in touch with their friends, share information or become involved in online discussions.

However for team members who use social media either as part of their job or in a personal capacity, it is important to understand obligations when the communication is about SQ, our services, the screen industry, team members or other work related matters.

Purpose

This policy outlines SQ's expectations with respect to the use of social media where there is an identifiable connection with Screen Queensland.

Scope

This policy applies to all SQ employees, contractors (including assessors), interns and work experience students who:

- represent SQ via social media in an official capacity; and/or
- use social media in a personal capacity where there is an identifiable connection with SQ; and/or
- where the use of social media may adversely impact or affect SQ.

Definitions

Social Media Are websites and online applications which are designed to allow information to be created, shared, discussed and disseminated. Social media include the sites, tools, channels and platforms used to publish user-generated content and promote social media connections and conversations. Social media may include but are not limited to:

- Social networking sites eg Facebook, LinkedIn
- Video and photo sharing sites eg YouTube, Flickr
- Blogs, including personal blogs or blogs hosted by media publications
- Micro-blogging sites eg Twitter
- Forums and discussion boards, eg Whirlpool
- Wikis eg Wikipedia
- Apps eg SnapChat
- Vod and podcasting
- Email and instant messaging
- Any other websites that allow individual users or companies to post comments to the web.

Official Capacity Use of social media as an official, authorised representative of SQ.

**Personal
Capacity**

Use of social media in a capacity other than an official capacity.

Policy

The following expectations apply to SQ employees, contractors (including assessors), interns and work experience students use of official or personal social media where there is an identifiable connection with SQ:

- Must not disclose SQ's confidential information, proprietary or sensitive information
- Must not communicate anything that might damage SQ's reputation, brand image, commercial interests or the confidence of the screen industry
- Individuals are to offer advice, support or comment on topics that fall within their area of responsibility and/or professional expertise, and to not misrepresent their expertise.
- Must not use the SQ logo or branding on any social media platform without prior approval from the Marketing & Communications Manager or the CEO.
- At all times while engaged in social media, whether in an official capacity or personal capacity, will act in accordance with SQ's Code of Conduct, the Discrimination, Bullying & Harassment Policy and other applicable policies and procedures of SQ.
- Must not post content that is illegal, harassing, hateful, racist or harmful to an individual or group's reputation, including but not limited to, posts that contain:
 - Profanity
 - Derogatory comments
 - Sexually explicit language or images
 - Copyrighted material (without lawful excuse)
 - Defamatory content; or
 - Another person's information including phone numbers, email addresses

Good Practice when using Social media

- Adopt the simple practice of stepping back, re-reading and thinking about what you post before doing so.
- Exercise care and discretion when using social media. Work on the assumption that content may be viewed by, sent, forwarded or transmitted to someone other than who intended to view the communication.
- Use common sense and respect others in posts and discussions.
- Refer to your immediate supervisor if unsure whether an intended online communication may be in breach of this policy.

Consequences of a Breach

Breaches of this policy may lead to disciplinary action as determined by SQ, which may range from a warning up to termination of employment, contract or agreement.

More Information

Please contact the Financial and Corporate Services Controller if you require additional information in relation to this policy.