

## **Responsible Use of Social Media Procedures**

The following Procedures govern the publication of and commentary on Social Media websites by employees and volunteers of CYC. For the purpose of these Procedures, Social Media includes any facility for online publication and commentary, including, but not limited to, blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, YouTube, Instagram, Snapchat and Foursquare. This Procedure is in addition to and compliments all other CYC policies and Procedures.

CYC recognises the importance of our employees and volunteers joining in and helping to shape industry conversation and direction through blogging and involvement in Social Media. CYC therefore encourages our employees to interact knowledgeably, socially and responsibly.

The inappropriate use of Social Media can result in significant damage to the reputation of CYC and its staff. These Procedures describe the responsible use of Social Media by CYC staff and volunteers with the aim of protecting them and minimizing the risk of damaging the reputation of CYC and thereby minimizing the risk of damaging its ministry opportunities.

The following Procedures have been established to make sure that all CYC employees and volunteers are careful and understand their responsibilities. These Procedures cannot lay down rules to cover every possible situation. Instead, these have been developed to express CYC's philosophy and set forth general principles when using Social Media. The 'CYC Code of Conduct' and 'CYC Child and Vulnerable Persons Safe Procedure' provide other relevant information.

### **Prohibited Communications**

In line with the 'CYC Code of Conduct' and 'CYC Child and Vulnerable Persons Safe Procedure', Social Media cannot be used for transmitting, retrieving, or storing any communication that is:

- discriminatory or harassing;
- derogatory/defamatory to any individual or group;
- obscene, sexually explicit or pornographic in nature;
- engaged in or for any purpose that is illegal;
- engaged in or for any purpose that is contrary to any of CYC's other policies, Procedures or business interests.

Employees and volunteers are not permitted to engage with, befriend or communicate with any persons on Social Media who:

- are not permitted by the specific websites' terms and conditions to be on that website (i.e. underage) or;
- is a client of a school hiring group and who is enrolled as a student in that school and they met as a result of their interactions at the site or;
- is a client of a hiring group and who is a minor and they met as a result of their interactions at the site.
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CYC sees the value in online communications and therefore permits employees and volunteers to engage with, befriend or communicate with persons including CYC campers, CYC volunteers, CYC employees and adults of hiring groups on Social Media providing the above prohibitions are adhered to.

Where one of these conditions is met then the employee or volunteer may encourage the person to make contact through the site via CYC owned and managed groups on Social Media such as the “El Shaddai Camping Centre” Facebook. These groups are monitored and managed by multiple admins as appointed by the Executive Officer and are under regular surveillance to make sure all interactions are positive and above reproach.

### **Setting Up and General Use of Social Media**

While employees and volunteers may comment about CYC related activities on existing social networks, they are not authorised to speak on behalf of CYC to official media agencies such as news media without the prior permission of the Executive Officer.

Employees and volunteers are not to set up specifically CYC related groups on any Social Media without the express permission of the Executive Officer who reserves the right to terminate permitted groups at any time. CYC related groups can only be managed by people who have been approved by the Executive Officer who also reserves the right to terminate access from these groups at any time on reasonable grounds.

Any publications made by employees or volunteers on Social Media are considered public and can be viewed by anyone. Therefore these publications can reflect on CYC and needs to align with CYC’s ‘Core Values’.

### **Access to Employee and Volunteer Communications**

CYC reserves the right to monitor electronic activities and employee or volunteer communication via Social Media directly when there is reasonable suspicion that they are in violation of CYC’s policies or Procedures or engaging in illegal activity. Any form of investigation must be carried out with the person, the Executive Officer or the Board Chairman and another adult witness present.

CYC reserves the right, at its discretion, to review any employees’ or volunteers’ electronic files and messages to the extent necessary to make sure electronic media and services are being used in compliance with the law, these Procedures and any other policies or Procedures of CYC.

Employees and volunteers should not assume electronic communications are completely private. Accordingly, if they have sensitive information to transmit, they should use other means.

### **Appropriate Use Guidelines**

Confidentiality: You may not share information that is confidential and proprietary about the company, employees, volunteers or clients.

Privacy: Privacy settings on Social Media platforms should allow anyone to see profile information similar to what would be on the CYC website. It is important to be mindful of your own personal privacy as well and not post any personal information that you do not want to be publicly available. You also need to consider the privacy rights of other employees, volunteers and clients. Seek their permission when writing about or displaying

internal company activities which may be considered a breach of their privacy and confidentiality.

Honesty and Accuracy: When participating in Social Media forums, do not post blogs or other postings that attempt to hide the identity of the sender or represent the sender as someone else. Do not use pseudonyms, false screen names or anonymous postings. Be honest about who you are. Do not say anything that is dishonest, untrue or misleading. Strive for accuracy and get the facts straight before posting them on Social Media. You should not make any statements that are contradictory or in conflict with information published by CYC. If you see misrepresentations made about CYC you may respond with respect and with the facts, but avoid arguments. You need to tell the Executive Officer of this misrepresentation. If you make an error, correct the posting or remove it as soon as possible.

Respect: CYC requires that you show proper respect for the organisation and our current and potential employees, volunteers, customers, partners and competitors.

Fair Use: CYC allows its employees to participate in social networking under the guidelines of this procedure in work time only as directed by the Executive Officer.

Communications:

All contact and communication between employees, volunteers and clients via social media must remain above reproach, be deemed appropriate by CYC and follow all policies and procedures as set out by CYC at all times.

All interactions between employees and clients, employees and volunteers or volunteers and clients should be seen as appropriate by the parents or caregivers of a minor<sup>1</sup>. Contact should solely be intended for positive interaction, ministry opportunities or Christian discipleship. All interaction on social media between staff members and clients, staff members and volunteers or volunteers and clients needs to be done in a 2:1 ratio when any minors<sup>1</sup> are involved. This means that there must be a minimum of either:

- \* 1 adult and 2 minors where the adult is the same gender as at least one minor;  
or
- \* 2 adults and 1 minor where the minor is the same gender as at least one adult  
and

Permission must be sought from parents or caregivers in writing where a minor is involved to proceed with any contact via social media.

When all parties involved are minors but at least 1 is a staff member or volunteer, they would be considered the 'adult' in the guidelines above and would need to make sure these ratios are followed.

## **Violations**

Any employee or volunteer who abuses the privilege of their access to Social Media websites in violation of this procedure will be subject, but not limited, to corrective action,

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<sup>1</sup>Minor means anyone under the age of 18

including possible termination of employment or engagement, legal action, or criminal liability.

Authorised by:	Terry Tolhurst
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