

## Hunter Wildlife Rescue (NATF<sup>inc</sup>)

# SOCIAL MEDIA POLICY

### 1. INTENTION OF THIS POLICY

The intention of this policy is to establish a culture of openness, trust and integrity in our online activities that will positively support the rescue and rehabilitation efforts of its volunteer members. It is intended to provide clarity to members and friends of Hunter Wildlife Rescue, Native Animal Trust Fund (NATF<sup>inc</sup>), on how to conduct themselves in social media. It aims to encourage members to find a voice through social media, be wildlife focused but at the same time protect the interests of its members and the organisation.

### 2. DEFINITION OF SOCIAL MEDIA

Definition of Social Media may include (but not limited to):

- social networking sites (e.g. Facebook, Myspace, LinkedIn)
- video and photo sharing websites (e.g. Flickr, Instagram, YouTube)
- blogs, including corporate and personal blogs
- micro-blogging (e.g. Twitter)
- instant messaging (including SMS)
- newspapers and magazines

### 3. LEGAL RESPONSIBILITIES

It is your responsibility to be aware of laws covering libel, defamation, copyright, privacy and the protection of intellectual property.

### 4. APPROPRIATE CONTENT

Is relevant to wildlife volunteering

Is interesting and positive

Sharing ideas about relevant products and services

Seeking advice from fellow wildlife volunteers

Promotion of other wildlife organisations and events

### 5. YOU MUST NOT

- a. Comment as a representative of the organisation unless you are authorised to do so.
- b. Post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright or is otherwise unlawful.
- c. Publish, report or comment on information that is deemed confidential or deals with matters that are personal or internal in nature.
- d. Make any statements which may bring Hunter Wildlife Rescue (NATF<sup>inc</sup>) into disrepute.
- e. Commit Hunter Wildlife Rescue (NATF<sup>inc</sup>) to any action or initiative without appropriate authority.
- f. Make comments which contravene respect and courtesy.

- g. Create conflicts of interest.
- h. Be anonymous – always disclose your identify
- i. Use Hunter Wildlife Rescue (NATF<sup>Inc</sup>) social media for personal political purposes.
- j. Post photographs and images unless you meet criteria included in this document (images/photographs/artwork).

## 6. MODERATION

All general media enquiries (radio, newspapers) must be referred to the Media Officer, Hunter Wildlife Rescue (NATF<sup>Inc</sup>).

Facebook submissions – posts will be directed to a moderation panel and will be approved for publishing if the guidelines have been met. If your post is declined, you will be advised.

## 7. IMAGES / PHOTOGRAPHS / ARTWORK

All images and photos must depict fauna in a way it does not breach the *OEH Code of Practice for Sick, Injured and Orphaned Protected Fauna* (2009), provides the animal with dignity and reflects positively on the Hunter Wildlife Rescue (NATF<sup>Inc</sup>).

### ANNEXURE 1 – SELF AUDIT ON SUBMITTING CONTENT FOR PUBLICATION

Checklist	✓	✓ Any ticks in this column indicate that you shouldn't submit this content – contact the organisation for further advice
Is my content relevant to the Hunter Wildlife Rescue (NATF <sup>Inc</sup> )?		
Will my content create negative impressions of the Hunter Wildlife Rescue (NATF <sup>Inc</sup> )?		
Am I breaching copyright?		
Do my images reflect the <i>OEH Code of Practice for Sick, Injured and Orphaned Protected Fauna</i> (2009), provide the animal with dignity and reflect positively on Hunter Wildlife Rescue (NATF <sup>Inc</sup> ) volunteers?		