

## Purpose

Communication via social media technologies represents a growing form of sharing content, ideas, and interests for not-for-profit organisations, allowing them to engage with members and the wider community. This policy outlines the use of electronic digital communication via nominated social media platforms and the governance and responsibilities of the Social Media Committee (SMC) to maintain the values and reputation of ACNN.

## Social media technology use

The use of social media technology shall be consistent with the following core values.

### **Integrity**

ACNN will not knowingly post incorrect, defamatory, or misleading information about its own work, the work of other organisations, or individuals. All communication will be posted in accordance with Australian Copyright and Privacy legislation.

### **Professionalism**

Posts represent ACNN as a whole and should seek to maintain a professional and uniform tone.

### **Information sharing**

ACNN encourages the sharing and reposting of online information that is relevant and appropriate to neonatal nurses and nursing.

## Management of electronic digital communication and ACNN social media accounts

The SMC is authorised to manage the ACNN social media accounts and posts and is responsible for:

1. Monitoring, scheduling and updating ACNN social media platforms.
2. Managing content requests and creating or approving content to be shared on ACNN platforms, with a minimum lead-in time of 7 days to create and schedule posts, considering the needs of all and current college priorities.
3. Moderating and monitoring public response to social media and facilitating responses to information requests.
4. Correcting or removing any content that inadvertently contains incorrect, damaging, or offensive information in a timely manner to minimise any risk of harm to ACNN's reputation or of influencing or misinforming the audience. If necessary, the SMC will draft the apology for approval by the National Executive prior to issuing publicly or to individuals involved.
5. Monitoring and coordinating engagement with ACNN posts, ensuring community interaction is respectful and maintains professional boundaries.

## Posting criteria

Prior to releasing social media posts the following posting criteria must be met:

1. Information **MUST** be relevant and appropriate to ACNN, its members, all neonatal professionals and/or the wider community.
2. Information **MUST** maintain the core values set out in the ACNN social media policy.
3. The source content of any link used **MUST** be appropriate.
4. The information shared **MUST NOT** contravene copyright and privacy laws.
5. The information shared **MUST NOT** be construed as an attack on any person or organisation.

NB: If there are any doubts regarding the post content, the National Executive must be consulted prior to posting.

### **Damage limitation**

The SMC will not engage in community disputes on or about ACNN content. Abusive, inappropriate or spam content will be removed, and recurring inappropriate profiles will be blocked.

### **Social Media Committee**

Members will be appointed to this committee for the purpose of managing the day-to-day business of ACNN social media and will report to the National Executive at scheduled meetings.