

Social Media Policy

This policy governs the publication of and commentary on social media by employees of Rainbow Youth Aotearoa. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, and YouTube. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, e-mail and the internet.

Some tips are -

- It's perfectly acceptable to talk about your work and have a dialog with the community, but it's not okay to publish confidential information.
- **Protect your own privacy**, privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the Rainbow Youth Aotearoa website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you would not want the public to see.
- **Be honest**, do not blog anonymously, using pseudonyms or false screen names. We believe in transparency and honesty. Use your real name and identify that you work for Rainbow Youth Aotearoa. Nothing gains you notice in social media more than honesty - or dishonesty. Do not say anything that is dishonest, untrue, or misleading. If you have a vested interest in something you are discussing, point it out. But also be smart about protecting yourself and your privacy. What you publish will be around for a long time, so consider the content carefully and also be cautious about disclosing personal details.
- **Respect copyright laws**, it is critical that you show proper respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including Rainbow Youth Aotearoa own copyrights and brands. You should never quote more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good general practice to link to others' work rather than reproduce it.
- **Respect your audience**, Rainbow Youth Aotearoa, and your coworkers, the public in general, and Rainbow Youth Aotearoa's employees and members, reflect a diverse set of customs, values and points of view. Don't say anything contradictory or in conflict with the Rainbow Youth Aotearoa website. Don't be afraid to be yourself, but do so respectfully. This includes not only the obvious (no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, etc.) but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion. Use your best judgment and be sure to make it clear that the views and opinions expressed are yours alone and do not represent the official views of Rainbow Youth Aotearoa.
- **Protect Rainbow Youth Aotearoa members**, business partners and sponsors, members, partners or sponsors should not be cited or obviously referenced without their approval. Never identify a member, partner or sponsor by name without permission and never discuss confidential details of a customer engagement. It is acceptable to discuss general details about kinds of projects and to use non-identifying pseudonyms for members (e.g., 'a South-Auckland member') so long as the information provided does not make it easy for someone to identify the member.
- **Controversial Issues**, if you see misrepresentations made about Rainbow Youth Aotearoa in the media, you may point that out. Always do so with respect and with the facts. If you speak about

others, make sure what you say is factual and that it does not disparage that party. Avoid arguments. Brawls may earn traffic, but nobody wins in the end. Don't try to settle scores or goad competitors or others into inflammatory debates. Make sure what you are saying is factually correct.

- **Be the first to respond to your own mistakes**, If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), deal with it quickly - better to remove it immediately to lessen the possibility of a legal action.
- **Don't forget your day job**, make sure that blogging does not interfere with your job or commitments to members.

Social Media Tips

The following tips are not mandatory, but will contribute to successful use of social media.

The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.

Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog looks decent, and take their advice on how to improve it.

The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. If in doubt over a post, or if something does not feel right, either let it sit and look at it again before publishing it, or ask someone else to look at it first.

Rainbow Youth welcomes other organisations using any part of this policy; however Rainbow Youth is not liable or responsible for any policy development by another organisation.