

**USE OF SOCIAL MEDIA**

**1.0 Purpose**

Social media (*see 2.0 below for definition*) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Transplant Australia recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Transplant Australia, and its state committees, are highly respected while Transplant Australia has a reputation as a national charity promoting organ and tissue donation. The Australian Transplant Games and the World Transplant Games have long histories and are highly respected programs promoting an important social health cause. It is important these reputations are not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation, our activities or organ donation.

When someone clearly identifies their association with Transplant Australia or its activities, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with Transplant Australia's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Transplant Australia representatives, members or staff where the Transplant Australia representative, member or staff makes no reference to Transplant Australia, its activities or programs or related issues. However, for clarity the policy relates to any situation where the person can be associated to Transplant Australia through their use of an account, posts or other online activity. Online activity can be viewed collectively as well as individually. So, while a particular post may not reference Transplant Australia, it may still be associated to Transplant Australia through other online activity.

**2.0 Scope**

This policy applies to Transplant Australia representatives, members, staff or any individual representing themselves or portraying themselves as being a member or supporter of Transplant Australia or participating in its activities.

This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Instagram, Facebook, TikTok or Twitter);
- Content sharing include Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page.
- Instant Messaging eg Facebook Messenger, WhatsApp

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or Transplant Australia as an organisation.

### 3.0 Guiding Principles

3.1 The web is not anonymous. Transplant Australia members and staff should assume that everything they write can be traced back to them and can be shared publicly.

3.2 Due to the unique nature of Transplant Australia, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do in a private capacity.

3.3 Honesty is always the best policy, especially online. It is important that Transplant Australia members think of the web as a permanent record of online actions and opinions.

3.4 When using the Internet for professional or personal pursuits, all members must respect the Transplant Australia brand and follow the guidelines in place to ensure Transplant Australia's intellectual property or its relationships with sponsors and stakeholders is not compromised (*see 5.0 below*), or the organisation is brought into disrepute.

### 4.0 Usage

4.1 For Transplant Australia representatives, members and staff using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive or derogatory to Transplant Australia, its affiliates, partners or sponsors; and
- Must not bring the organisation into disrepute.

For Transplant Australia staff using social media, such use:

- Must not interfere with work commitments.

4.2 Furthermore, Transplant Australia representatives, members and staff may not use the Transplant Australia brand (*see 5.0 below*) to endorse or promote any product,

opinions, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of Transplant Australia.

### **5.0 Branding and Intellectual Property (IP)**

It is important that any trademarks belonging to or associated with Transplant Australia or any state committee are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”). Trademarks include:

- Transplant Australia, State Committee, the Australian Transplant Games or World Transplant Games logos;
- The “Make the Most of Life”, or any other associated slogans;
- Any future brands that Transplant Australia creates and any images depicting Transplant Australia volunteers, staff and/or equipment, except with the permission of those individuals;
- Other Transplant Australia imagery

### **6.0 Official Transplant Australia blogs, social pages and online forums**

When creating a new website, social networking page or forum for staff/member use, care should be taken to ensure the appropriate person at a National Office level has given written consent to create the page or forum.

In particular no member is approved to create a social networking page or instant messaging group purporting to be an official page of Transplant Australia, the Australian or World Transplant Games. In particular, Transplant Australia creates and manages Facebook groups and pages and uses instant messaging groups such as WhatsApp focused on the staging of the Australian Transplant Games in various cities and the Australian team participating in the World Transplant Games.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child’s parent and/or guardian.

For official Transplant Australia blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;

- Transplant Australia employees and members must not use Transplant Australia online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

## **7.0 Consideration towards others when using social networking sites**

7.1 Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Transplant Australia representatives, members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private Transplant Australia event will not appear publicly on the Internet. In certain situations, Transplant Australia members or staff could potentially breach the privacy act or inadvertently make Transplant Australia liable for breach of copyright.

Transplant Australia representatives, members or staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

7.2 Under no circumstance should offensive comments be made about Transplant Australia members, officials or staff online.

## **8.0 Breach of Policy**

- If a person bound by this policy fails to follow these guidelines, Transplant Australia has the right to issue this individual with a takedown notice. An individual who is found to not comply with a takedown notice will face disciplinary action.

- Repeated breaches of this policy could lead to disciplinary action, up to and including termination of employment, membership or engagement. Transplant Australia also has the right to administer sanctions and take legal action.

- Persons bound by this policy should ensure that comments/posts on social media abide by Transplant Australia's Code of Conduct and do not contravene Transplant Australia's Member Protection Policy. Examples of social media policy breaches include (but are not limited to):

- Posting or sharing any content that is abusive, harassing, threatening, demeaning or defamatory

- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language

- Posting or sharing any content, which if said in-person during the playing of a sport would result in a breach of the rules of the game

- Posting or sharing any content in breach of any state or Commonwealth law such as those relating to defamation or discrimination
- Posting or sharing any material that infringes the intellectual property rights of others
- Posting or sharing material that brings, or risks bringing Transplant Australia, its affiliates, its sport, its officials, members or sponsors into disrepute
- Making a Transplant Australia announcement without appropriate internal clearances and approvals allowing the information to be released in the public domain
- Posting materials containing the copyright of third parties.

#### **9.0 Consultation or Advice**

This policy has been developed to provide guidance for Transplant Australia representatives, members and staff in this continual changing area of social interaction. Transplant Australia representatives, members or staff who are unsure of their rights, liabilities or actions online and would like to seek clarification, should contact the National Office of Transplant Australia.

**Note: This Policy has been developed with assistance of the Australian Sports Commission.**