



MAHI MIHINARE
ANGLICAN ACTION

SOCIAL MEDIA POLICY

Category:	Information and Communications Technology
Last Review Date:	December 2021
Next Review Date:	December 2023
Endorsed by:	The Anglican Action Missioner
Approved by:	The Anglican Action Mission Trust Board

Purpose

The purpose of this policy is to provide guidance to staff members with respect to both private individual and agency use of social media, and to set out the accountabilities and responsibilities of staff members in relation to the agency's social media presence.

Statement

Anglican Action supports the use of social media as a way of facilitating communication and dialogue between various audiences, and of enhancing participation and engagement in Mission objectives. Staff members must always be alert to the fact that publishing content on social media sites can be immediate, publicly available, and permanent. This policy provides guidance to ensure the privacy and safety of staff members and clients, and to mitigate any reputational risk to the agency.

Scope

This policy applies to all Anglican Action staff members.

Definitions

Agency	Agency means the Employer or Staff member as applicable.
Client	Client means any individual, family, group of persons, incorporated body, association, or community on whose behalf

	the agency provides or agrees to provide a service or to whom the agency is legally obligated to provide a service.
Contracting bodies	Contracting bodies means any body which contracts Anglican Action to undertake a specific piece of work. These include the Department of Corrections and Oranga Tamariki.
Employer	Employer means 'The Anglican Action Mission Trust Board', referred to as 'Anglican Action', 'Agency' or 'The Mission' in this policy.
Personal information	Personal information means information about an identifiable individual.
Publicly available	Publicly available means personal information that is contained in a publicly available publication.
Publish	Publish means to make publicly available in any manner.
Social Media	Social Media means the collective of online communication channels, portals and websites dedicated to facilitating community-based interactions, sharing and collaborations. Social media allow people to socially interact, converse, network and share with one another online; examples of social media sites and applications include Facebook, YouTube, Twitter, and Instagram.
Staff member	Staff member means all employees (permanent, fixed-term, or casual), trustees, consultants, contractors, service providers, students, and volunteers engaged by the Mission.

Policy

1. A staff member using a social media site as a private individual:
 - (a) must not publish any confidential, private, or personal information of or about Anglican Action, its clients (including former clients), staff members (including former staff members), and contracting bodies, which was acquired in the course of the staff member's employment at Anglican Action
 - (b) when publishing about Anglican Action, must do so in a professional manner and must always consider how the publication may reflect on Anglican Action; this is particularly relevant where the subject matter is controversial
 - (c) must consider the privacy of clients and staff members, and must not publish photos, videos, details of internal conversations, or personal information that may identify them without their permission
 - (d) must not use the Anglican Action logo on personal social media pages
 - (e) must not use the Anglican Action name or logo to promote a product, cause, political party, or national or local government candidate

- (f) must ensure that any information published about Anglican Action is accurate, up to date, complete, and not misleading
 - (g) must not publish any content that incites discrimination, hostility, or violence towards an individual or a group
 - (h) should avoid publishing any content that is defamatory, offensive or derogatory
 - (i) who, in their opinion, may have published content in breach of this policy must remove the publication in question and inform the Missioner immediately.
2. Regarding Anglican Action social media sites or presences:
- (a) A staff member who wishes to establish an official Anglican Action social media site or presence must seek prior approval from the Missioner to do so.
 - (b) A staff member responsibility for an Anglican Action social media site or presence must ensure that the information published:
 - i. is authentic and professional in tone and style
 - ii. is accurate, up to date, complete, and not misleading
 - iii. does not incite discrimination, hostility or violence towards an individual or a group
 - (c) A staff member responsibility for an Anglican Action social media site or presence must not reproduce photographs, videos, recordings, trademarks, or other material protected by copyright on any Anglican Action social media site without complying with copyright requirements.
 - (d) The Missioner has authority to moderate any content on any Anglican Action social media site and to require the amendment or deletion of any publication that, in their opinion, may threaten the privacy or safety of a client or staff member, or pose a reputational risk to Anglican Action.
3. Breaches of this policy may result in disciplinary action.

Key Accountabilities & Responsibilities

Person / Party	Responsibilities
Governance	Review policy every two years or as required
Management	Ensure that staff members are aware of this policy and processes
Leadership	Ensure that staff members are aware of this policy and processes
Staff	Have access to this policy and understand their obligations

Related Policies, Legislation, Regulations and Documents

- [Privacy Act 2020](#)
- [Harmful Digital Communications Act 2015](#)
- Anglican Action Code of Conduct

- Anglican Action Code of Ethics
- Anglican Action Computer and Internet Use Policy
- Anglican Action Privacy and Personal Information Policy
- Anglican Action Anti-harassment Policy
- Confidentiality clauses within a staff member's individual employment agreement