



SOCIAL MEDIA POLICY

Print Radio Tasmania Inc values the benefits of social media to build meaningful relationships with its listeners, subscribers, guests, staff, volunteers, stakeholders, and the local community. It encourages staff and volunteers to actively participate in social media and to use it for the benefit of the organisation.

Print Radio Tasmania also recognises the evolving nature of social media, and these guidelines are intended to provide a reduction in risk for the station and its staff and volunteers.

Print Radio Tasmania refers to the following as 'social media':

- Facebook
- Twitter
- YouTube
- Blogs
- Forums and discussion groups
- Wikipedia

The social media guidelines following set out the expectations the use of Social Media for Print Radio Tasmania and applies to all staff and volunteers using social media on behalf of Print Radio Tasmania, and when referring to Print Radio Tasmania in their personal use of social media.

The guidelines do not apply to staff members' and volunteers' personal use of social media where no reference is made to Print Radio Tasmania.

Guidelines when using social media:

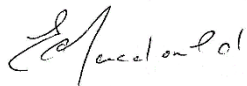
- Be respectful of all individuals and communities which you interact with in social media platforms.
- Be polite and respectful of other people's opinions, especially in times of online debate.
- Ensure that any content you publish is factually accurate and complies with Print Radio Tasmania's confidentiality and privacy policies.
- Only offer comment on topics that fall within your area of responsibility with Print Radio Tasmania.
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Print Radio Tasmania, its employees, volunteers, competitors and/or other business-related individuals or organisations.
- Ensure you do not disclose other people's personal information within social media platforms without their explicit permission.
- Do not disclose confidential Print Radio Tasmania information, for example financial details, business plans, imminent departure of key people etc.

without seeking explicit instructions from management.

- Be mindful of the importance of not damaging Print Radio Tasmania's reputation and/or bringing Print Radio Tasmania into disrepute.
- Always take care in the use of your Social Media platforms that you do not misrepresent yourself as speaking on behalf of the organisation, it's staff or volunteers, unless specifically authorised to do so by station management or the Committee of Management of Print Radio Tasmania Inc.

Items posted on Print Radio Tasmania Social Media sites not complying with the above Guidelines will be removed and persons responsible notified.

If you are deemed to have breached the guidelines above, you may face disciplinary action.



President on behalf of the Management Committee
Print Radio Tasmania Inc.
February 2021