



Dandenong Refugee Support Centre

facebook Protocol

Introduction

Dandenong Refugee Support Centre encourages the use of Facebook in a reasonable and appropriate way to engage with clients and stakeholders. Whether it is for professional or personal use, staff must be aware that they are always representing Dandenong Refugee Support Centre.

Scope

Dandenong Refugee Support has a business Facebook page. For the use of sharing content, providing details about the organisation and engaging with clients and stakeholders.

Key Principles

Employees should follow these principles when using the business Facebook page (professional or personal use):

- Engage with clients, stakeholders and the community.
- Be truthful, treat people with respect, courtesy and fairness.
- Take into account copyright issues.
- Follow brand guidelines and logos.
- Don't post any content or comment without approval from Dandenong Refugee Support.
- Follow the code of conduct.
- Don't disclose any confidential information acquired from Dandenong Refugee Support.

Professional vs Private Use

When using the organisation's Facebook page you are deemed as operating on behalf of the brand and/or program. All posts need to be in line with our core values and organisational goals. You should never post your own personal views or opinions. All posts need to be approved by the manager before being released to the site.

Private Facebook accounts communicating to clients and/or making comments that relate to the organisation are **NOT PERMITTED**, it is important to ensure that the organisation is not brought into any disrepute. It is okay however for staff to share business posts on their personal Facebook accounts. Consider how your posts will be perceived by the community, taking into account the core values of the organisation and how it applies to your work.

Key Processes

- Management must approve any ideas or messages prior to posting to site.
- When posting anything copyright laws must not be breached.
- Organisation's branding guidelines must always be adhered to.
- All posts must comply with Legal Considerations as set out in this document.
- 100 word limit is set on all messages and posts

Legal Considerations

Staff are not to use any copyrighted materials on the company account without clearance from the Communications Officer.

Staff aren't to plagiarise any materials on the company account, and must reference any information sources that they draw significant amounts of content/data from.

Staff are not to post anything that could be perceived as damaging or defamatory to any person or organisation on the company account.

Staff mustn't post sensitive information that could be of detriment to the persons privacy & rights on company account. (Eg., client information, youth involved in legal proceedings, people in adoption programs/guardianship orders, photos of individuals without consent, victims/perpetrators of sexual assault, (more examples are available on the Legal Intranet))

Staff are not to make discriminatory posts of any degree on the company account, attacking or demonising individuals/groups due to their culture, religion, sexual orientation, or other personal attributes.

Staff must not share violent or graphic material on the company account.

Other Considerations

Staff mustn't share content on the company account that they themselves wouldn't be comfortable sharing on their profile.

Staff mustn't speak badly of other employees on the company account.

Staff must exercise the utmost respect and professionalism when using the company account.

Staff are not to post about internal affairs of the organisation on the company account.

Staff may not disclose the personal details of another person on the company account.

Dealing with Negative Comments

- Employees should Acknowledge the negative comments. This is vitally important because people expect a quick response.
- Employees should Apologise when an apology is necessary.
- Employees should compensate the negative comment appropriately.
- You need to deal with the matter offline and discuss the matter to your manager.
- If the comment is discriminative and racist towards refugees block them or delete them.
- Employees can only delete the comments if they are offensive or threatening or disrespectful.
- Facebook has the ability to block certain words, phrases if necessary, please do so if you have any concerns discuss the matter to you manager.
- You can report reviews that do not follow the Facebook Community Standards.

Dealing with harassment and other dangers

- We encourage all victims of bullying to report the content to us before removing the content.
- In certain instances, we require the individual who is the target of bullying to report content to us before we remove it.
- We have zero tolerance for any behaviour that puts people in danger, whether someone is organising or advocating real-world violence or bullying other people.