



Definitions

- "AUV" – *Association of Ukrainians in Victoria*
"community" – *the general Australian community*
"sector" – *the network of individuals and agencies reached by the AUV.*
"social media" – *refers to the use of Facebook, Instagram, Twitter, LinkedIn, YouTube, website blogs, web forums, discussion boards, chat or any other social forums on the internet.*
"team members" – *individuals who partake in paid or unpaid work within the AUV, such as Directors, Committee members, Branch committee members, staff, volunteers and contractors, as well as members.*

Main Principles

Principle 1: AUV team members using social media will be impartial and apolitical

Principle 2: The AUV will only allow social media content that is open, honest and courteous on its platforms

Principle 3: Information on our social media will be accurate and up-to-date

Principle 4: We will seek to make our content accessible

Principle 5: The AUV social media use will be responsible

Context – Purposes of engaging in social media

Social media increases the visibility and accessibility of the AUV to the public, members and other stakeholders. Social media enables us to communicate with stakeholders more rapidly and widely than through other forms of media. It helps the AUV manage risks such as the spread of misinformation.

Principles

Principle 1: AUV team members using social media will be impartial and apolitical

Team members using social media will comply with the AUV Code of Conduct.

Discussion on AUV social media platforms should:

- focus on matters relating to the administration of the AUV Constitution
- assist members to comply with the AUV Objectives, and
- facilitate general discussion about issues relating to the AUV.

We will not comment on disputes between organisations or people or criticise individuals or organisations on our social media platforms.

We will post and re-post resources for the community in line with our objective of reaching out to the wider community. We will not favour any organisation but will focus on sharing high-quality services and programs that will be of use to the sector.

Principle 2: AUV will only allow social media content that is open, honest and courteous on its platforms

We recognise that social media is primarily a platform for engaging with the community, rather than just a platform for pushing out messages or promoting services and programs.

The AUV will allow all reasonable and relevant posts on its social media platforms, even if they are critical of the AUV. However, our team members monitor social media to ensure discussion on all platforms hosted by the AUV is respectful in tone and constructive in nature. Content that is abusive or inappropriate will be removed, as per our **Social Media Terms and Conditions**

Principle 3: Information on our social media will be accurate and up-to-date

The AUV will ensure that the information that we post on social media is accurate and up-to-date. If we inadvertently post inaccurate information we will acknowledge the mistake and post a correction as soon as practicable.

We will reply to questions and requests for information in a timely manner. If we need to seek further information to answer a question, we will let the person asking the question to know that their question has been received and keep them updated.

We will not provide advice specific to individual cases through social media.

Principle 4: We will seek to make our content accessible

The AUV will seek to make social media content informative, engaging and appropriate to the audience. We recognise that different platforms require different tones and approaches and will always be sensitive to this while remaining professional.

We recognise the diversity of the community with which we interact, and we are committed to this diversity being reflected in our social media content.

We will take reasonable steps to ensure the accessibility of all content we post on social media. However, we cannot ensure this for content posted by others.

Principle 5: The AUV social media use will be responsible

The AUV will never post an individual's personal information without their permission. We will not allow posts that are defamatory to an individual.

In line with our objective of supporting the sector, we may, at our discretion, share stories that relate to positive achievements by members and organisations.

We will not post or re-post information, including news stories, that could be harmful to an individual or organisation.

In line with Principle 2, our social media posts will adhere to the legislative limits on the disclosures the AUV can make about members and our internal structure. This includes disclosing whether the AUV is investigating a specific member or organisational unit within our structure.

We will take action in cases where the quality of interaction on our social media platforms is being diminished by any individual or group through abusive, inaccurate or otherwise inappropriate posts, as outlined in our **Social Media Terms and Conditions**. This action may include deleting other people's posts, removing individuals from our groups, blocking individuals, or reporting individuals to the relevant social media outlet.

Social Media Terms and Conditions

The AUV loves hearing from **social media** users. Social media is a great place for you to share your experiences, opinions and thoughts on our work and on the charity sector in general, and an excellent way to communicate with us.

By accessing our social media pages, you agree to comply with the terms and conditions of the social media platform you are using as well as our social media terms and conditions.

Posts on our pages do not necessarily reflect AUV opinion or policy. However, there are a few reasons your posts may not be approved or may be removed. They are:

Posts that may be offensive

Posts that contain sexual harassment, discrimination, bullying, obscene language, swearing, racist, sexist, defamatory or otherwise offensive remarks will not be tolerated.

Posts that attack a named person or organisation

Please raise issues you believe affect the sector without naming names.

Please do not post accusations and/or allegations of crimes or misconduct. If you need to report an organisation you believe is engaged in unethical activity, you should do so via the appropriate channels.

Multiple posts about the same issue by the same user

We are happy for you to make your point and engage with us or anyone else in a polite, informed discussion, but we will endeavour to protect the conversation from being 'flooded' by any one voice. We want there to be room for everyone to comment.

Posts containing personal information

It's never a good idea to share intimate information (for example phone numbers, private email addresses, family photos) on public sites, and if we think you've posted something others may abuse, we may take it down to protect you.

Post promoting businesses

It is not appropriate to post business advertisements via AUV social media platforms unless they help promote AUV Objectives.

Events organised by others

Event listings should reflect the organisers of the event and where possible provide a link to the organiser's media site.

Other reasons

- Posts that are off topic
- Posts that promote illegal or unethical activities
- Posts that are unlawful or defamatory
- Posts that misrepresent the user's own views or falsely represent anyone else
- Posts that infringe the intellectual property rights of others
- Posts that identify matters that are currently the subject of legal proceedings or would breach a court's non-publication order

While we support lively, open discussion, we reserve the right to block any users who don't comply with these rules, or who are otherwise deemed to be behaving inappropriately.

Users may post links to their own or other websites. However, just because a link is on our page doesn't mean we endorse the link or take any responsibility for the accuracy of the content on that site.

We check our social media pages. We endeavour to answer any queries posted to our social media accounts within five business days. However, sometimes we may need to check with other members of our team to ensure you get the right answer and in these instances, it may take us longer to respond.

Please note these terms and conditions may be changed at any time.