



MCG Social Media Policy

1. Policy Objective

Social media such as Twitter, Facebook, Instagram, YouTube and blogging represent a growing and important form of communication for the individual Gardens and Moreland Community Gardens (MCG). Social Media Channels allow us, and more directly Garden Organisational Committees (O.C.), and members to engage fellow gardeners and the wider public more easily than ever before.

However, social media is also an area in which rules and boundaries are constantly being tested. This policy acts in order to maximise our social media reach while protecting our fellow members and public reputation.

Moreland Community Gardens members may choose to engage in social media such as:

- Twitter
- Facebook
- Instagram
- WordPress/Blogger
- YouTube/Vimeo
- Podcasting

Moreland Community Gardens seeks to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a balance must be struck which respects the diverse views of the members and avoids placing the organisation's reputation at risk. The reputation of Moreland Community Gardens is first and foremost, and this involves maintaining a safe and friendly environment for its members.

2. Legislation

Although MCG as an organisation may not be covered by it, the relevant legislation that governs social media in Victoria is:

- *Privacy Act 1988* (Cth)
- *Privacy and Data Protection Act 2014* (Vic)

3. Related Policy and Procedures

This policy is to be read in conjunction with the following policy and procedures:

- [Privacy Policy](#)
- [Social Media Procedure for OCs and admins](#)

4. Core Values

Moreland Community Gardens's social media use shall be consistent with the following core values:

- Integrity: Moreland Community Gardens will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.
- Professionalism: Moreland Community Gardens's social media represents the organisation as a whole and should seek to maintain a tone reflective of the organisational values. Staff, members and volunteers may, from time to time and as appropriate, post on behalf of Moreland Community

Gardens using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.

- Information Sharing: Moreland Community Gardens encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

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- Integrity: Moreland Community Gardens will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.
- Information Sharing: Moreland Community Gardens encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.
- Spirit : Moreland Community Gardens seeks to grow its social media base and use this to engage with existing and potential members, the local community, other gardens, donors and stakeholders. At the same time, it is agreed a balance must be struck which respects the diverse views of the members and avoids placing the organisation's reputation at risk.

5. Who will share information

Moreland Community Gardens seeks to encourage information sharing amongst its membership, organisers, staff and volunteers. MCG Gardens seek to utilise the expertise of its employees ,volunteers and office holders in generating appropriate social media content.

6. Storage and security of platforms to post

All admins

To prevent hacking of the Moreland Community Gardens website, all admins, staff, members and volunteers with the ability to post should ensure that they stay secure when working or socialising online. The stay smart online guide helps you prevent unwelcome posts on either your or the Moreland Community Gardens social media due to hackers.

https://staysmartonline.govcms.gov.au/sites/default/files/StaySmartOnline_MyGuide_Jan2018_FA2.pdf

7. Guidelines for Posting

Before social media posts are made, members, volunteers and staff agree to task themselves with considering the following questions:

- Is the information I am posting, or reposting, likely to be of interest to our members and stakeholders?
- Is the information in keeping with the interests of the organisation and its constituted aims and values?
- Could the post be construed as an attack on another individual, organisation or project?
- Would the members, councilors, council employees, donors, volunteers or neighbours be happy to read the post?

- If there is a link attached to the post, does the link work, have I read the information it links to, is it an appropriate source?
- If reposting information, is the original poster an individual or organisation that the Garden or MCG would be happy to associate with?
- Are the tone and the content of the post in keeping with other posts made by the Gardens and MCG and the Code of Conduct?
- Does my post consider the reputation of the Garden and MCG?
- Does my post consider maintaining a safe and friendly environment for members.
- If I am posting a photo that contains the image(s) of others, have I received permission to publicly post their image, especially for children

8. Unacceptable posts

Social media posts should be in keeping with the image that the Gardens and MCG wishes to present to the public and members. Posts made through its social media channels should not attack or vilify other members, the neighbourhood or damage the organisation's reputation in any way.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively.

In order to maintain a pleasant environment for everybody these posts need to be moderated by Gardens and Members to conform with our Code of Conduct.

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with a member of your Garden OC or an MCG board member. A few moments spent checking can save the organisation big problems in the future.

9. In cases of a breach of policy or procedure

In the event of a damaging or misleading post being made, an O.C member or board member of MCG should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed, blocked or disabled.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, alert others members of your garden, O.C. members and or a member of the board.

Garden O.C. members alerted by a member to content potentially in breach of MCG standards, must contact the MCG board in a timely manner.

We encourage you to record a screen shot prior to deleting content that breaches policy.

10. Third party websites/posts

Links to third party websites/posts that are not operated or controlled by MCG are provided to increase social awareness and community. MCG is not responsible for the privacy or security practices of those websites. Third party websites should have their own privacy and security policies, which we encourage you to read before supplying any personal information to them.

Please confirm the website/post, is what is indicated before posting

11. Complaints

If you have a complaint about how MCG has posted, responded or been presented on social media platforms, please contact our President using the details provided under the heading 'Contacting Us.'

We will endeavour to respond to your complaint within 30 days of receipt of the complaint (whilst complex cases may take longer to resolve, we will keep you updated on the progress of your complaint).

If you are unhappy with our response, you can refer your complaint to the Office of the Australian Information Commissioner (see [here](#) for further information) or, in some instances, other regulatory bodies, such as the Victorian Privacy Commissioner (see [here](#)).

12. Contacting Us

Libby Harper

President

Moreland Community Gardening

Mail: PO Box 59, Pascoe Vale South, Vic 3044

Email: board@morelandcommunitygardening.org

13. Monitoring and Review

The MCG Board is responsible for monitoring compliance with this policy, and reviewing this policy to ensure that the policy is operating effectively. This policy and related procedures will be reviewed at least every two years. Procedural aspects of the policy may be changed from time to time by the MCG Board and such changes will be logged in the table below.

March 2020

Date	Update