

Use of Social Media

1 Rationale

This policy sets out the circumstances under which the Board and staff of Recreational Aviation Australia (RAAus) should use Social Media.

Social media such as Twitter, Facebook, Google, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with RAAus' Code of Conduct and Media Policy and in order to maximise our social media reach while protecting our public reputation.

2 Policy Statement

RAAus' social media use shall be consistent with the following core values:

Integrity: RAAus 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.

If a post on any RAAus social media channels does not comply with specific requirements, RAAus reserves the right to remove content that is, for example:

- Offensive or abusive
- Unrelated to RAAus, or which could be considered spam
- Uses language inappropriate for a public page
- Breaks any laws or regulations or rules of any social media channels (Facebook, Twitter, etc.) or encourages others to do so.
- Represent and abuse of any intellectual property rights, such as copyright.
- Contains names or personal information related to our employees
- Communicates personal information about anyone else.

Should someone continue to break the rules or post constructive posts, as last resort RAAus reserve the right to ban this person from our social media channels.

If you are an RAAus member and have specific questions about your relationship with RAAus, we cannot answer you in the public section of the channels. Instead, please feel free to contact us directly at admin@raaus.com.au or, alternatively, through a private message posted on the relevant social media channel.

Professionalism: RAAus' social media channels represent the organisation as a whole and should seek to maintain a professional and uniform tone, whilst aiming to maintain or improve our reputation. As described in the Policy on Delegations, nominated staff may post on behalf of RAAus using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.

Information Sharing: RAAus encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members. The overall tonal use should be upbeat, positive and engaging.

3 Scope and Application

This policy applies to **all staff** and any other person who posts to official RAAus social media accounts.

This policy does not apply to Flight Training Schools that fall under the auspice of **RAAus**. Flight Training Schools are expected to implement their own social media policies.

4 Definitions

BOARD	RAAus' governing body, elected from the membership.
CEO	The person occupying the position of Chief Executive Officer.
DIRECTOR	An individual member of the Board
POLICY	<p>A statement about what* is to occur in relation to the operations of RAAus, which has the corporate authority of the board or, by delegation, the CEO.</p> <p>* Policy statements are not normally concerned with how the policy will be implemented—this is a matter of processes, procedures and guidelines as used by those responsible for implementing the policy.</p>
RAAus	Recreational Aviation Australia Limited.
RAAus OFFICE	The address of Unit 3, 1 Pirie Street, Fyshwick, Australian Capital Territory
STAFF MEMBER	Any person who is an employee of Recreational Aviation Australia. This includes full-time, part-time, casual staff and volunteers.
WORKPLACE	The workplace of RAAus extends beyond the office of RAAus to any location RAAus employees conduct business and includes any personal direct person to person communication.

5 Legislation

All RAAus employees have the responsibility to understand, implement and conform to the RAAus' Code of Professional Conduct as it relates to this policy.

6 Breaches of the code or the policy

Breaches of the policy and procedures may result in disciplinary action being taken, up to and including dismissal.

This policy does not affect your rights as an employee under common law, relevant legislation, and industrial awards and agreements.

7 Responsibilities

Approval:	CEO
Implementation:	CEO
Review:	Corporate Services Executive
Improvement:	CEO and Corporate Services Executive

8 Resources

RAAus Media Policy

9 Review Schedule

This policy will be reviewed every two years. From time-to-time RAAus may make changes to this policy and relevant guidelines to improve the effectiveness of its operation.

10 Lapse Date

This policy does not have a lapse date.

11 Meta Data

ID	POL-2017-12 ¹
Version	2.0
Version date	30 September 2021
Type	Management
Approval date	30 September 2021
Availability	All staff, Board, members on request
Keywords	Social media, Facebook, Twitter, Google, YouTube
Responsible officer	Corporate Services Executive
History	<p>1 Feb 2017: This is the first time this policy has been established at organisational level. Has applicability with regard to the Code of Conduct and other performance-based policies</p> <p>15 July 2021: As a part of the RAAus Governance review this policy was updated to reflect contemporary practice. No changes to the policy wording were made. For changes between V1 to V1.1 please contact RAAus.</p> <p>30 Sept 2021: This policy was updated to reflex the High Court ruling on Social Media. For changes between V1 to V2 please contact RAAus.</p>
Review date	September 2023
Related documents	RAAus Staff Code of Professional Conduct RAAus Media Policy
Contact	Recreational Aviation Australia Ltd PO BOX 1265 FYSHWICK ACT 2609 admin@raaus.com.au www.raaus.com.au 02 6280 4700

¹ Nomenclature: year edited, policy number of year edited, check master list
POL-2017-12 Social Media Policy

