

Social Media Policy

October 2020

Version	1.2
Review Due	October 2023
Review Cycle	This policy is to be reviewed every three years
Policy Owner	General Manager Communications, Marketing, Fundraising
Authorised By	Secretary General

1. Introduction

1.1. Policy Statement	<p>The purpose of this policy is to ensure consistency of messages through New Zealand Red Cross social media accounts. It allows New Zealand Red Cross to ensure the organisation is represented in a positive way online, to reduce staff workload and manage costs associated with maintaining social media accounts.</p> <p>The policy also ensures that New Zealand Red Cross is protected from liability in respect to the Harmful Digital Communications Act. It should be read in conjunction with the Social Media Policy: Operating Procedures document.</p>
1.2. Coverage	<p>New Zealand Red Cross people being staff, interns, volunteers, Board members and members who:</p> <ul style="list-style-type: none"> a) are an administrator of an official Red Cross page or group; or b) have a personal social media account, and/or use social media to contribute to conversations involving Red Cross.
1.3. Roles and Responsibilities	<p>The Communications and Marketing team are the overall owners of New Zealand Red Cross' social media accounts. Refer to the Social Media Policy: Operating Procedures document for details of the definitions, roles and responsibilities of administrators and Red Cross people using social media.</p>
1.4. Principles	<p>1. New Zealand Red Cross expects accurate representation of our brand on social media</p> <p>New Zealand Red Cross recognises that social media plays an important role in New Zealand Red Cross' marketing and communications activities and expects accurate representation of New Zealand Red</p>

Cross' brand, whether on an official page, group or an individual's social media account. Where New Zealand Red Cross' brand is not being accurately reflected, either by another organisation or a person affiliated with Red Cross, the Communications team will request the modification or removal of content or materials published.

2. New Zealand Red Cross fosters positive relationships online

New Zealand Red Cross strives to foster positive relationships with our online communities and wishes to keep them informed with accurate information and engaged in our activities. New Zealand Red Cross acknowledges that social media is an important platform to reach New Zealand Red Cross people and members of the public.

3. New Zealand Red Cross people must be careful about what they say online

Employees, interns, volunteers and members of New Zealand Red Cross should remember that what they say about New Zealand Red Cross can reflect on the reputation of the organisation, whether this is on their personal social media profiles, in any social media group (closed or open), or on official New Zealand Red Cross social media pages and groups. As New Zealand Red Cross people, we must all abide by our Fundamental Principles (especially independence, impartiality and neutrality) in our social media engagement. New Zealand Red Cross people are asked to avoid political commentary and refrain from criticising or endorsing governments, political parties and figures, religious figures or private sector organisations. The Communications team has the right to report negative posts to an individual's leader should they post content that contravenes Red Cross' Fundamental Principles or the Code of Conduct.

4. New Zealand Red Cross people need prior approval from the Communications team before setting up a social media group or page

The New Zealand Red Cross Communications and Marketing teams manage the organisation's official communications channels on several leading social media platforms. In special circumstances, a department, team or programme may be allowed to create and manage its own social media group for a specific professional objective that cannot be achieved via existing New Zealand Red Cross social communications vehicles. Prior approval must be sought from the Communications Manager. Administrators of these accounts are responsible for creating and publishing content which is in line with the Brand Standards of New Zealand Red Cross.

5. The official logo or brandmark may not be used on personal profiles

	<p>New Zealand Red Cross' logo or brandmark can only be used on official Red Cross accounts and groups, not on personal profiles.</p> <p>6. New Zealand Red Cross people must notify their leader if they see something offensive or potentially offensive online</p> <p>Should New Zealand Red Cross personnel believe that any online conversations, information or visual materials shared on social media and involving New Zealand Red Cross personnel are in violation of this Policy, they must document them visually if possible, if comfortable doing so, consult with the person posting them, and escalate to their line manager and to the Communications Manager along with the aforementioned visual documentation.</p>
<p>1.5. Policy Overview</p>	<p>In order to protect the brand and maintain a professional and consistent voice from New Zealand Red Cross across social media channels, the Social Media Policy has been developed for all New Zealand Red Cross personnel.</p> <p>These guidelines ensure that social media is used to maximum effect while minimising reputational risk.</p>
<p>1.6. Compliance</p>	<p>If a New Zealand Red Cross employee or member harms New Zealand Red Cross' reputation through their conduct on social media, it may lead to New Zealand Red Cross taking disciplinary action against the employee up to and including dismissal, or the member having their membership cancelled.</p>
<p>1.7. Related Policies, Legislation, Guidelines or Forms</p>	<ul style="list-style-type: none"> • IT Policy • Brand Policy • Brand Standards • Media Policy • Harmful Digital Communications Act • Privacy Policy • Code of Conduct • Child Protection Policy • Social Media Policy: Operating Procedures