

# Social Media Policy and Guidelines

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## **Purpose of this document:**

1. The purpose of these guidelines are to ensure:
  - (a) Diabetes HELP Tauranga, hereafter known as DHT, and Diabetes YOUTH Tauranga (hereafter known as DHTY) get the most possible benefit from using Facebook as a promotional/engagement mechanism
  - (b) DHT and DHTY maintain a high level of integrity in its Facebook interactions
  - (c) DHT and DHTY uphold all legal responsibilities using Facebook

## **Administrators**

2. The Board Chair will be the Chief Administrator of the both pages
3. The Board Chair may add other Administrators or Editors, to the above-named Facebook pages, provided they:
  - (a) Have a working relationship with DHT, either as a staff member, Committee Member, contractor or volunteer having undertaken DHT Induction
  - (b) Are over 18 years of age
  - (c) Have read and agreed to the Facebook guidelines and signed the DHT Code of Conduct and Confidentiality Policy
4. The Board Chair may remove any person as a page administrator/editor without notice

## **Purpose of the Facebook page:**

5. The purpose of the DHT and DHTY Facebook page is to:
  - (a) Keep members and supporters up-to-date with upcoming events and activities
  - (b) Keep members and supporters up-to-date with the work of DHT or DHTY in the community
  - (c) Encourage engagement between DHT, DHTY and its members and supporters
  - (d) Highlight issues or campaigns members and supporters

## **Use of Page**

6. All content posted on the DHT or DHTY page must be:
  - (a) Directly related to the activities or events being organised by DHT or DHTY
  - (b) Directly related to the work of DHT/DHTY in the community
  - (c) Related to other activities or events which promote and support the purpose of DHT/DHTY
  - (d) Information related to our vision and strategic plan
  - (e) Posts made should not pertain to specific clinical advice or instructions

**Photographs**

7. All photographs posted on DHT or DHTY Facebook pages will:
  - (a) Be authorised by every person in the photograph
  - (b) Be smoke-free, drug free, alcohol free and encourage a healthy lifestyle

**Supporter Engagement**

8. To encourage regular engagement with supporters, content will be posted on the DHT and DHTY pages at least once per week

**Settings**

9. Functions should be set that:
  - (a) Supporters cannot originate posts on the DHT or DHTY Facebook wall
  - (b) Supporters can comment on posts originated by DHT or DHTY administrators/editors

**Social Media Etiquette**

10. All posts should be made in standard upper and lower case writing
11. Any posts in Te Reo should also be translated into English
12. Administrators/Editors should sign their name at the end of each post so that supporters know who is discussing each issue

**Code of Conduct**

13. No swearing or offensive language should be used
14. All opinions posted will be viewed by supporters as representative of the official standpoint of DHT and DHTY collectively. As such, only the DHT Manager and Chief Administrator should comment on current issues, highlighted cases, media stories or government policy. Other editors should contact the Manager or Chief Administrator prior to posting issues relating to the above
15. Administrators/editors should remove any comments deemed to be inappropriate immediately
16. Any comments made on other Facebook pages on behalf of DHT or DHTY should also follow these guidelines.

<b>Date adopted</b>	<b>8<sup>th</sup> Dec 2016</b>
<b>Three yearly review due:</b>	<b>Dec 2019</b>
<b>Chair:</b>	
<b>DHT Policy No:</b>	<b>DHT11</b>