

1. Social Media Policy

2. Values Statement

RedR Australia (“RedR”) is guided by its values of accountability, integrity, empathy, and collaboration. Social Media is an ideal platform to amplify the success stories of RedR Australia, partners and donors to a broad digital audience. Strategic communication and content sharing is advised to broaden the reach of positive messaging, ensuring it is consistently aligned with all stakeholders’ expectations and requirements.

3. Purpose

These guidelines are designed to provide helpful, practical advice when commenting in social media about RedR Australia’s work and the work completed with RedR at training or on assignment as a deployee. The guidelines aim to protect RedR Australia, its staff and deployees as well as the host agencies that partner with us.

4. Scope

This policy applies to:

- a. All employees, volunteers, contractors and interns/work placements of RedR.
- b. RedR Australia deployees.
- c. Standby personnel/applicants.
- d. RedR Board members.

This policy naturally does not apply to anyone’s personal use of social media platforms where there is no reference to RedR Australia, the work completed with RedR Australia or one of the host agencies or issues relating to that work.

5. Policy Statement and Principles

Social media offers the opportunity for people to gather in online communities of shared interest and create, share, or consume content. RedR Australia embraces social media as an important tool of engagement and recognises the wide reach that communication in online communities can have – both positive and negative.

While communication on behalf of the organisation is the primary responsibility of the RedR Communications Team, RedR encourages staff, volunteers, and contract consultants to use social media in a personal capacity to reach out and share information with networks and communities about the important work that is completed together.

4.1 Who are these guidelines for?

Please read and use these guidelines if engaging in online discussion or information sharing (on platforms such as Facebook, YouTube, LinkedIn, Instagram, personal blogs or other people’s blogs) that refers to RedR Australia, the humanitarian crisis being responded to (if on assignment), the host agency or one of the training programs.

An example of when to consider referencing RedR Australia is when a new video featuring a deployee and their experiences in the field is posted on YouTube. RedR Australia encourages its employees to share links of videos with networks. Interesting articles, photos, training footage, or links to newsletters and articles may also be circulated amongst employee networks.

4.2 Personal vs. private communication

While communication through social media networks is primarily a personal matter, it is certainly not private. In many cases, written conversations inside these networks can be found through search engines such as Google. Even in cases where only contacts can see what has been written, there is a possibility that what has been said can be forwarded and made visible to a wider audience. As a result, personal conversations within social media networks should be considered public rather than private.

6. Procedures

1. Be a good ambassador

Always be aware that the online behaviour of employees and RedR associates reflects on the organisation. RedR Australia's reputation and image must be always protected. If there are concerns about our work, other RedR Australia staff, the host agency, the emergency response, or the work being undertaken, it should be reported to the RedR Australia Program Officer or the Head of People and Culture. It's not appropriate to report them on social media.

If there is a misrepresentation of facts relating to RedR Australia or negative comments being made about the organisation, inform the communications team as quickly as possible. If a response is required, and it is unclear the optimal way to respond, inform your Program Officer or the RedR Communications Team who will work with the relevant personnel to craft an appropriate response. It is best to address issues of this nature promptly.

2. Observe RedR Australia's fundamental principles

Avoid topics that may be considered objectionable or inflammatory such as politics and religion. Do not publicly express opinions that could undermine RedR Australia's principles of neutrality, impartiality, and independence.

3. Share information carefully

RedR operates in complicated legal and operational contexts. Do not reveal any information that compromises RedR Australia, its staff or its deployees or disclose information that is confidential to/within the organisation.

Do not share RedR's intellectual property or that of the host agency online without approval from management. Any breaches of confidentiality will be taken seriously and may result in disciplinary action.

4. Always keep security in mind

Never disclose names, pictures, or locations of field personnel without prior permission from the deployee/s and the program officer.

5. Use common sense and your best judgement

The Red Cross employs the principle "think of ABC, your mother and your boss" in its staff social media policy. This principle should be applied in Social Media interactions. Do not say anything online that you wouldn't be comfortable seeing quoted on the news, being asked about by your mother or having to justify to your boss. If there are thoughts about publishing or posting something that creates a feeling of unease, do not proceed. Seek advice.

6. Be factual

Stick to what is known and the area of expertise.

7. Use a disclaimer

If the employee or RedR Associate has a blog, add a disclaimer to each page making clear that the views expressed are that of the individual alone.

Be aware that this disclaimer doesn't free the individual from the obligations under RedR Australia's Staff Terms and Conditions of Employment (please see the Handbook), the Code of Conduct or the fundamental principles.

8. Respect privacy

Respect people's rights to privacy and don't take or post photos or videos without their express permission. This applies to fellow staff, deployees, beneficiaries and participants and volunteers on training courses.

9. Don't use the RedR Australia logo

Do not use the RedR Australia logo or elements of the logo as part of a blog or social media profile without explicit permission obtained from the Strategic Communications Manager.

7. Roles and Responsibilities

Strategic Communications Manager

- Ensuring the policy aligns with relevant legislation, government policy and / or RedR Australia requirements/strategies/values
- The policy is implemented and monitored
- The policy is reviewed to evaluate its continuing effectiveness.
- Provides permission for the use of RedR Australia logos.

All RedR Australia staff (outlined in the scope of the policy) must follow the guidelines as documented in this policy.

8. Flow Chart

Not Applicable

9. Definitions

RedR Associate a. Volunteers, contractors and interns/work placements of RedR,
b. RedR Australia deployees, and
c. Standby personnel/applicants.

Social Media Websites and applications that enable users to create and share content or to participate in social networking eg. Facebook, LinkedIn, Twitter, YouTube, Instagram and blogs

10. Related Policies and Documents

Not Applicable

11. Document Control

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Social Media Policy

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