

### **Purpose**

1. The purpose of this policy is to provide clarity on social media conduct and responsibilities.

### **Scope**

2. This policy applies to eviDent Foundation Board and Committee members and staff.

### **Definitions**

For the purposes of this policy, the following definition is used:

3. **Social Media:** online media that allows participation and interaction, including (but not limited to) social networking and platforms (e.g. Facebook, LinkedIn), video and photo sharing (e.g. YouTube, Instagram, Flickr), blogs and activity streams (e.g. Twitter, WordPress), forums and discussion groups (e.g. Yahoo! Groups), online encyclopaedias (e.g. Wikipedia).

### **General Principles**

4. eviDent will be open and approachable in its use of social media, using it as a method of engagement with stakeholders and the community.
5. eviDent will allow respectful and constructive posts and comments on its social media and will delete any that are deemed offensive or inappropriate.
6. eviDent will seek to make content engaging, informative and in line with its core values, mission, policies, and any legal or regulatory requirements.
7. eviDent will not post confidential information.
8. eviDent will seek to rectify any errors as quickly as possible.

### **Creating Social Media Accounts and Content**

9. Social media accounts in the name of the eviDent Foundation may only be created with approval of the CEO.
10. The Communications Manager is authorised to publish posts in accordance with the Communications Strategy, and eviDent's values and mission.

### **Implementation of this policy statement**

11. If you have any questions about this Policy Statement please contact the Chief Executive Officer at eviDent Foundation on 8825 4600.

### **Review**

12. This policy will be reviewed and updated within three (3) years of the issue date, or earlier if required.