

Social Media Guidelines

R-E-S-P-E-C-T

Be respectful of others by asking permission before posting or tagging content of work colleagues. As an Anglicare employee you should not share content about clients and for Foster Carers, please seek approval from Anglicare before posting photos of children in your care. Approval from our funding bodies (such as FACs) may also be required.

When sharing isn't caring

Announcements of your new house, new baby or holiday destination can be exciting to share with friends and family but without strong privacy settings, it's easy for your confidential information to become public. Before posting a status, check your audience in the Settings menu. We suggest you check privacy options under the 'Security and Login', 'Privacy' and 'Timeline and Tagging' menu tabs.

There's an app for that!

Well not an app, but who needs an app when you have an in-house marketing team! If you have ideas on how we can promote Anglicare services or increase engagement with online audiences, we'd love to hear them! **Please note - all Anglicare digital platforms, including social media and apps, must be managed or approved by the Marketing Team.**

The future is here

Automatic face recognition software and live streaming are quickly becoming part of every day life but these new technologies come with new challenges. To ensure the safety of Anglicare employees and clients, we do not endorse the use of live streaming at Anglicare locations, events, or in the presence of clients.

Be an influencer

And celebrate what we do! While sharing photos of clients isn't appropriate, share Anglicare's public campaigns among your friends to help raise awareness of Anglicare's work in the community. Use of these client stories has been approved and can be shared publicly. *By spreading the word among your friends, you can help us make a difference!*

Values matter

If you choose to identify yourself as an Anglicare employee or carer on social media, it is important you uphold Anglicare values and code of conduct/carer agreement through your use of social media as your actions have the capacity to compromise Anglicare's reputation.

Cyberbullying

Recent national studies found that 1 in 4 school students were bullied regularly and bullying online is become a growing concern for young Australians. If you experience or witness bullying online, please advise Anglicare. Other valuable services include: ReachOut.com, ThinkUKnow.org.au or Kids Help Line - 1800 55 1800

The official stuff

For further information, please refer to Anglicare's current Social Media Policy and Procedure document.

Feeling uncertain?

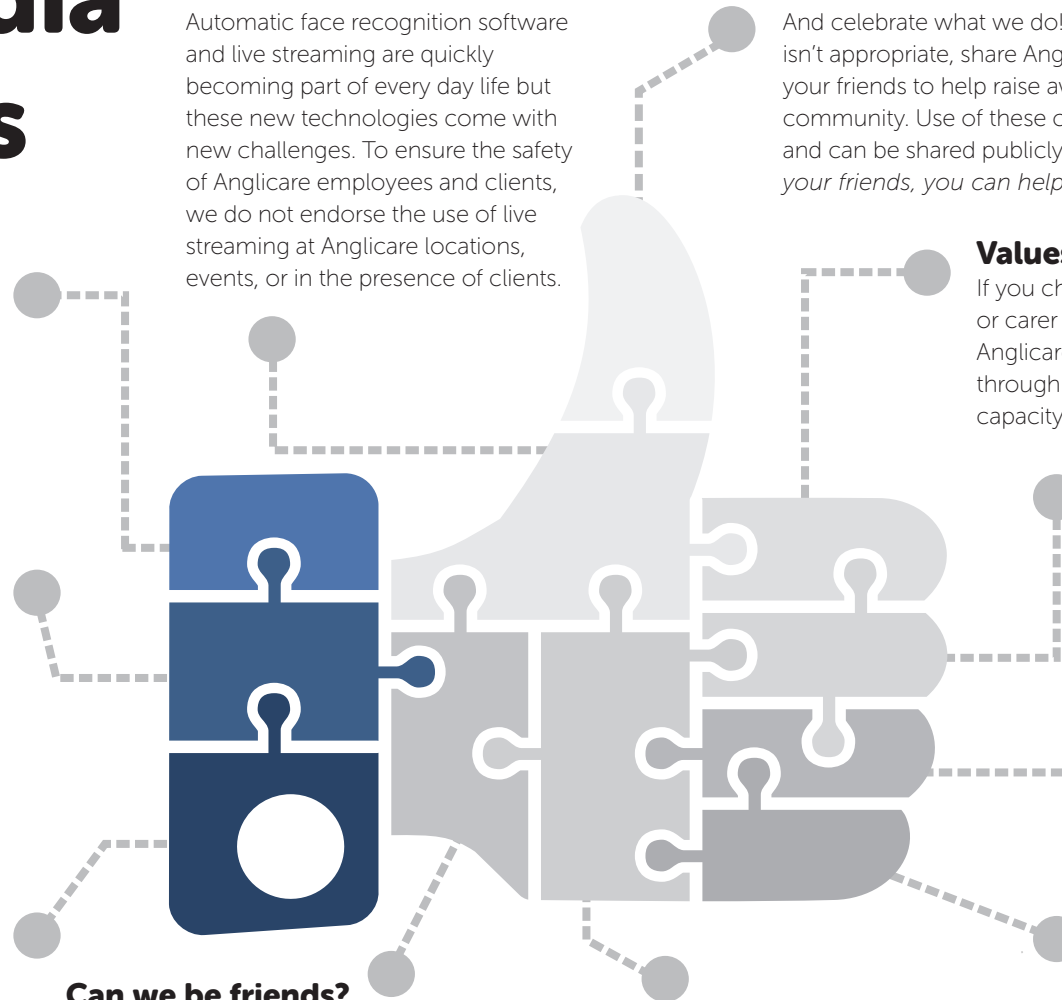
Sometimes tricky situations can arise. If you find yourself feeling unsafe or uncomfortable with something that's happening on social media, contact the Anglicare Marketing Team via design@anglicare.com.au

Stolen data + privacy breaches

Data breaches can cause harm such as financial loss, emotional distress or fraudulent activity. Data breaches can happen when a USB or mobile phone with client's personal information is stolen or a database has been hacked. For this reason it is very important to be careful with information you share online. Visit OAIC.gov.au for resources on data privacy and security.

Can we be friends?

Have you ever received a friend request from an Anglicare client? It can be a difficult situation to navigate. Please decline friend requests from current and former clients. If you are in a situation where you are already 'friends' with a client, seek advice from a manager. Carers should check with Anglicare regarding friend requests with family and friends of foster children and young people.



Have questions?

email the Marketing Team
via design@anglicare.com.au

If required, your enquiry will be forwarded to the Data Informatics and/or Policy teams

Social Media Guidelines

Anglicare encourages all employees, volunteers and clients to embrace and participate in the online environment safely and appropriately. As social media technologies continue to develop, it increasingly influences how we do life and how we communicate with others. As an organisation, we hope these guidelines will support employee, volunteers and clients to use social media in a healthy way. These guidelines have been written primarily for Facebook use but the same guidelines should be applied to the use of all other online social media platforms. Please see Anglicare's Social Media Policy and Procedure documents for more information.

Don'ts



- ✗ No live streaming
- ✗ No full names
- ✗ No tagging people without consent
- ✗ No photos/names of children without media consent forms

Have questions?

email the Marketing Team
via design@anglicare.com.au

Do's



- ✓ Respect people
- ✓ Keep each other safe
- ✓ Celebrate what we do

	Policy must be followed	Suggestions things you should know
Clients	Children and Young People to seek advice from Parents or Carers	See 'thumbs up' graphic for suggestions on appropriate use of social media and things to consider before you post content. Visit esafety.gov.au for more information.
Employees, Foster Carers & Volunteers	Practice must follow Informatics + Data Training Don't discuss clients on social media Foster Carers need to seek approval from Anglicare All employees and volunteers to report incidents to the Marketing Team.	Avoid (or limit approved use) of personal social media at work. You CAN share Anglicare's public campaigns + social media content.
Services Anglicare social media pages eg. "Anglicare Retail"	All pages must have approval from the Anglicare Marketing Team before they are setup and published. Ghost admin logins are the preferred method of management of Anglicare service pages.	Approved service pages must have one nominated person to manage content. Training is provided. To speak to the Marketing Team, send an email to design@anglicare.com.au