

Social Media Policy		
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Introduction

This Policy sets out Mercy Ships Australia’s (MSA) approach to the use of social media. MSA recognises that increasingly social media in its various forms is becoming an important communication method and one which can be of benefit to the Company. At the same time, MSA recognises that whether deliberate or inadvertent, social media can be harmful to the organisation, can bring MSA into disrepute and can lead to legal action against the organisation and the person responsible. For these reasons, this Policy provides guidance for employees with regard to the use of social media.

For clarity, this Policy includes all forms of social media including: - blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites and other sites and services that permit users to share information with others in a contemporaneous manner.

Policy

The following principles apply to professional use of social media on behalf of MSA as well as personal use of social media when referencing MSA.

- Employees should be aware of the effect their actions may have on their own image, as well as MSA image. The information that employees post or publish may be public information for a long time.
- Employees should be aware that MSA may observe content and information made available by employees through social media. Employees should use their best judgement in posting material that is neither inappropriate nor harmful to MSA, its employees, or customers.
- Although not an exclusive list, some specific examples of prohibited social media conduct including posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libellous, knowingly false or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. This includes financial information, information relating to our customers, business plans, policies and or details of staff internal discussions. If there are questions about what is considered confidential, employees should check with their Line Manager.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorised MSA spokespersons.
- If employees find they encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and if necessary, seek the advice of their Line Manager.
- Employees should get appropriate permission from the individual concerned before posting images of current or former employees, members, vendors, or suppliers. Additionally, employees should get appropriate permission to use a third party’s copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn’t interfere or conflict with the employee’s responsibilities at MSA. When using MSA computer systems, use of social media for business purposes is allowed (e.g. Facebook, Twitter, MSA blogs and LinkedIn), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.

- If employees publish content after-hours that involves work or subjects associated with MSA, a disclaimer should be used, such as this “The postings on this site are mine alone and may not represent MSA positions, strategies or opinions”.
- It is highly recommended that employees keep MSA related social media accounts entirely separate from personal accounts.
- portray the affected people in a manner that respects their dignity, and is consistent with ACFID’s Fundraising Charter
- MSA is committed to not making statements about other ACFID Members with the intention of creating a reputational or other advantage to themselves.

Images and messages used for fundraising will not:

- Be untruthful, exaggerated, or misleading (e.g., not doctored, created as fiction, or misrepresenting the country, etc.).
- Be used if they may endanger the people they are portraying.
- Be used without the free, prior, and informed consent of the person/s portrayed, including children, their parents, or guardians.
- Present people in a dehumanised manner.
- Infringe child protection policies and in particular show children in a naked and/or sexualised manner.
- Feature dead bodies or dying people.

Appendix 1 – Ethical Decision Making Framework (EDMF)

Ethical Decision-Making Framework (EDMF)				
1. Assessment	2. Alternatives	3. Analysis	4. Application	5. Action
<p>Consider</p> <p>Gather all the relevant facts and gain a clear understanding of the situation.</p>	<p>Consider your options</p>	<p>Identify the best proposal and subject it to rigorous analysis. Consider both the positive and negative impacts</p>	<p>Does it sit comfortably with MSA’s Constitution and principles by promoting and protecting:</p> <p>Human Rights. Empowerment and local ownership. Sustainable Change through high quality and effectiveness. Good governance. Respect for our members and all stakeholders. Environment stewardship. Effective and transparent communication. Collaborative and collegiate approach</p>	<p>Finally, make a decision knowing that this could go into the public arena. Are you comfortable with all aspects of its potential portrayal in the media (both positive and negative)?</p>
<p>Questions</p> <p>Does it abide by the law? Does it align with MSA’s Constitutions, Goals and Aims? Does it agree with MSA’s Code of Conduct and Safeguarding policies? Does it align with MSA’s Privacy Policy, Fundraising Policy, and Photography Policy.</p> <p>Does it align with the ethical values in Australia, as well as the partner nation? Does it align with ethical values and conduct?</p> <p>Does it portray the affected people in a manner that respects their dignity?</p>	<p>Is this the only option available to achieve this outcome?</p> <p>Is there an alternative method for achieving the same or similar outcome?</p> <p>Consider the pros and cons for each of these methods</p>	<p>Do both positive and negative impacts result in overall good justifying the proposal? Has the decision been made in the “heat of the moment” or in a rushed reactive manner? How will this proposal look in the long-term for example in a year’s time? Are there influencing factors (conflicts of interest) that may affect the people involved?</p>	<p>Does it promote health by providing medical and surgical services and education where it is most needed? Will application of this proposal ensure commitment to each of the above stated principles? Does it treat others, the way we would like to be treated? Is the proposal fair and beneficial to all involved?</p>	<p>Are you prepared to make a decision and stick with it to its fruition despite criticisms?</p>