

Social Media Acceptable Use Guidelines

Introduction

U3A Melbourne City recognises that access to technology allows greater opportunities to learn, engage and communicate. We are committed to helping our members develop current technology and communication skills.

We encourage all U3A members and contributors to our social media accounts to use social networking or media such as Twitter, Facebook, and so on as a way to connect with others, share educational resources, create and curate educational content, and enhance the learning experience.

While social networking is fun and valuable, there are some risks you should keep in mind when using these tools. In the social media world, the lines are blurred between what is public or private, personal or professional. We have created these social networking and media guidelines for you to follow when representing your U3A in the virtual world.

Please do the following:

Use good judgment

- We expect you to use good judgment in all situations.
- You must know and follow the U3A Melbourne City's Code of Conduct and Privacy Policy.
- Regardless of your privacy settings, assume that all of the information you have shared on your social network is public information.

Be respectful

- Always treat others in a respectful, positive and considerate manner.

Be responsible and ethical

- Unless you are specifically authorised to speak on behalf of U3A Melbourne City as a spokesperson, you should state that the views expressed in your postings are your own. Stick with discussing matters that are within your area of responsibility.
- Be open about your affiliation with U3A Melbourne City and the role/position you hold.

Be a good listener

- Keep in mind that one of the biggest benefits of social media is that it gives others another way to talk to you, to ask questions directly and to share feedback.
- Be responsive to others when conversing online. Provide answers, thank people for their comments, and ask for further feedback.
- Always try to do as much listening and responding as you do 'talking'.

Do not share the following:

Confidential information

- Do not publish, post or release information that is considered confidential or not public. If it seems confidential, it probably is. Online conversations are never private. Do not use your birth date, address, and mobile phone number on any public website.

Private and personal information

- To ensure your safety, be careful about the type and amount of personal information you provide. Avoid talking about personal schedules or situations.
- NEVER give out or transmit personal information of co-workers or Committee members.
- Do not take information you may receive through social networking (such as e-mail addresses,

customer names or telephone numbers) and do not assume it is the most up-to date or correct.

- Always respect the privacy of community members.

Please be cautious with respect to:

Images

- Respect brand, trademark, copyright information, and/or U3A Melbourne City images (if applicable).
- It is generally not acceptable to post pictures of members without their written consent.
- Please note that U3A Melbourne City has a permission form located at end of this document.
- Sharing images published on other U3A Member sites or in the media is acceptable with acknowledgement.

Other sites

- A significant part of the interaction on blogs, Twitter, Facebook and other social networks involves passing on interesting content or linking to helpful resources. However, the Network is ultimately responsible for any content that is shared. Do not blindly repost a link without looking at the content first.
- When using Twitter, Facebook and other tools, be sure to follow their printed terms and conditions.

And if you do not get it right...

- Be sure to correct any mistake you make immediately, and make it clear what you have done to fix it.
- Apologise for the mistake if the situation warrants it.
- If it is a MAJOR mistake such as exposing private information or reporting confidential information, please report to an administrator immediately so the proper steps to help minimise the impact it may have can be taken. (dso@u3avictoria.com.au or adminmanager@u3avictoria.com.au)

Cyberbullying:

Cyberbullying will not be tolerated. Harassing, denigrating, impersonating, outing, tricking, excluding, and cyberstalking are all examples of cyberbullying. Do not be mean. Do not send emails or post comments with the intent of scaring, hurting, or intimidating someone else. Engaging in these behaviours, or any online activities intended to harm (physically or emotionally another person, will result in disciplinary action. In some cases, cyberbullying can be a crime. Remember that your activities are monitored and retained by others.

Note:

Please be aware that while administrators are responsible for moderating the page, we cannot immediately review every comment posted on a page. Opinions expressed in non-Network posts are not necessarily those of the U3A and its volunteers, and we cannot guarantee the accuracy of these posts.

Guidelines for social media posts for U3A Melbourne City.

The purpose of U3A Melbourne City's Social Media presence is to provide up to date information for our members which compliments the U3A organisation.

We will:

Share information

- U3A groups to all Victoria U3As - their AGM dates; upcoming events.
- Share members' posts that are of interest to the broader community.
- U3A groups to Network, such as articles from U3A Matters, reminding of due dates.

Advertise

- Advertising is restricted to U3A events or information only.
- Advertising material from outside agencies or companies is not to be shared unless approval has been sought from the Committee.

Execution and Maintenance

- Facebook Administrator/s are approved by the U3A Melbourne City committee.
- The Administrator/s will maintain the page on a regular basis.
- The Administrator/s will check for appropriateness of posts and post, or remove as necessary.
- Facebook and Instagram will be updated on a regular basis.

Photographic Consent & Release Form

I hereby consent and agree that (Photographer) _____ has the right to take or use photographs of me and to use these in any and all media including online and for any purpose whatsoever.

I hereby release to the Photographer all rights to exhibit this work in print and electronic form publicly or privately and to market copies. I waive any rights, claims or interest I may have to control the use of my identity or likeness in the photographs and agree that any uses described herein may be made without compensation or additional consideration of me.

I represent that I am at least 18 years of age, have read and understand the foregoing statement, and am competent to execute this agreement.

Name: _____ Date: ____/____/____

Signature: _____

Witnessed by Photographer: _____ Name: _____