



Name	BSRR02 Social Media Policy
Approved By	Berry Springs Recreation Reserve Management Committee
Approval Date	23 rd February 2025
Valid From	23 rd February 2025
Review Date	24 th February 2025

The purpose of this Social Media Policy is to establish clear guidelines and expectations for all volunteers, staff, contractors, and users of Berry Springs Recreation Reserve (BSRR) regarding the responsible use of social media platforms. This policy aims to provide clarity on the appropriate conduct, obligations, and responsibilities associated with social media engagement in the context of the Reserve's activities.

This policy outlines the key obligations designed to ensure compliance with applicable legal and regulatory standards, as well as to safeguard privacy, confidentiality, and other sensitive information. It is intended to promote a positive and professional online presence while protecting both individuals and the organisation from potential legal or reputational risks.

By adhering to these standards, all individuals connected to Berry Springs Recreation Reserve will help maintain the integrity and values of the organisation both online and offline.

A. Scope and Exclusions

This Social Media Policy applies to both official and personal use of all social media platforms, regardless of whether the use occurs in a professional or personal capacity. It governs the actions and behaviour of all individuals associated with Berry Springs Recreation Reserve (BSRR), including employees, volunteers, contractors, and any other persons engaging with social media on behalf of or in connection with the organisation.

This policy is designed to complement and work in conjunction with other relevant BSRR policies and procedures. In particular, it should be read alongside the BSRR Employee and Volunteer Code of Conduct, which sets out broader expectations for behaviour and ethical standards within the organisation.

All individuals subject to this policy are expected to adhere to its guidelines in alignment with other organisational standards, ensuring a consistent and professional approach to both online and offline conduct.

B. Definitions

For the purposes of this policy, the following definitions apply:

- **“Brand”**: Refers to the name, brand mark, logo, logotype, graphic devices, design elements, typefaces, colours, and any other visual or conceptual identifiers associated with Berry Springs Recreation Reserve (BSRR). These elements are used to represent the Reserve and communicate with both internal and external audiences, establishing the identity and reputation of the organisation.
- **“Content”**: Encompasses any material that is produced, distributed, or broadcast through media, including but not limited to video, music, images, and written text. It includes content that is protected by copyright or intellectual property laws and applies to the individuals or entities that hold the rights to such content, whether they are producers, distributors, broadcasters, or copyright holders.

- **“Official Use”**: Refers to the use of social media platforms by individuals acting in their professional capacity as official representatives of Berry Springs Recreation Reserve (BSRR). This includes posting, sharing, or engaging with content on behalf of the Reserve, or in any capacity that directly reflects the organisation’s interests or activities.
- **“Personal Use”**: Refers to the use of social media tools and platforms for private, non-professional purposes. This includes personal accounts and interactions that are not connected to or representative of BSRR, and are instead intended for personal social interaction, communication, or content sharing.
- **“Social Media”**: Encompasses all forms of online media that enable user participation, content creation, and interaction. This includes, but is not limited to, the following platforms and tools:
 - Social networking sites (e.g., Facebook, LinkedIn).
 - Video and photo sharing platforms (e.g., YouTube, Instagram, Pinterest, TikTok, Snapchat).
 - Blogs and blogging platforms.
 - Micro-blogging and activity-stream sites (e.g., Twitter).
 - Forums and discussion boards (e.g., Reddit, Google Groups, Whirlpool).
 - Online encyclopedias and wikis (e.g., Wikipedia).
 - Vodcasting and podcasting platforms.
 - Videoconferencing and webinars.
 - Instant messaging services and email.
 - Virtual communities and social environments.
 - Any other websites or platforms that allow individuals or organisations to post, share, or comment publicly or privately.
- **“Social Media Account”**: Refers to a user profile or account created on a social media platform specifically for the purpose of engaging in official social media use on behalf of Berry Springs Recreation Reserve (BSRR). This account is used for communication and content sharing that represents the Reserve's interests and activities.

C. Key Policy Principles

Berry Springs Recreation Reserve (BSRR) is dedicated to engaging with online communities in a meaningful, responsible, and transparent manner across a range of social media platforms. This commitment is underpinned by three key objectives that guide our interactions:

1. **Listen attentively and genuinely** to the feedback and perspectives of our users, ensuring their input is valued and taken into account.
2. **Provide valuable information** and updates about related activities, ensuring the community is well-informed about key events, programs, and developments.
3. **Encourage collaboration and dialogue**, involving our users in decision-making and fostering an ongoing exchange of ideas for continuous improvement within the community.

By aligning our social media engagement with these objectives, BSRR aims to build a positive, informed, and interactive environment for all stakeholders.

In alignment with BSRR’s mission and objectives, the use of social media and digital communication platforms in relation to BSRR will be governed by the following guiding principles:

1. **Respect for Individuals and Adherence to BSRR’s Core Values**
All online interactions must reflect a commitment to respect, professionalism, and the core values upheld by BSRR. It is essential to foster a positive, inclusive, and supportive online environment that promotes mutual respect and aligns with the organization's ethos.
2. **Reputation Management**
Social media should never be used in a manner that could harm or undermine the reputation of BSRR, its staff, volunteers, stakeholders, or any associated individuals or groups.

Communications that could negatively affect the reputation for integrity of the organization or its people are strictly prohibited.

3. **Clear Separation of Personal and Professional Views**

Individuals must exercise caution to avoid any implication that their personal opinions, views, or comments are representative of BSRR's official stance. It is critical to maintain a clear distinction between personal expressions and the organization's formal positions on any matter.

4. **Confidentiality and Privacy**

Any information obtained through official BSRR channels, including sensitive data, proprietary information, or internal discussions, must remain confidential. Social media must never be used to disclose or disseminate such information without appropriate consent from authorized parties.

5. **Support for BSRR's Mission and Activities**

Social media platforms should be utilized to positively support and promote BSRR's objectives and activities. Any online actions or content that could detract from, hinder, or negatively affect the organization's mission, operations, or reputation are strictly prohibited.

By adhering to these principles, BSRR aims to foster a responsible, professional, and ethical online presence that aligns with the organization's values and supports its long-term goals.

1) **Social Media Engagement and Utilisation at Berry Springs Recreation Reserve (BSRR)**

Berry Springs Recreation Reserve (BSRR) recognizes and encourages the positive and responsible use of social media as a vital tool for connecting with its community and stakeholders. Social media provides numerous opportunities to engage and inform, including but not limited to the following:

1. **Enhancing BSRR's Brand and Community Reputation**

Leveraging social media to promote the positive reputation of BSRR and its brand within the community, showcasing its values, initiatives, and impact.

2. **Communication of Services and Activities**

Utilizing social media platforms to inform the public about BSRR's services, programs, events, and ongoing activities, keeping the community engaged and well-informed.

3. **Engagement with Corporate Partners and Sponsors**

Highlighting and promoting the activities, partnerships, and collaborations with BSRR's corporate partners and sponsors, fostering positive relationships and visibility.

4. **Community Building and Stakeholder Relationships**

Engaging both current and potential participants, stakeholders, and the broader community to strengthen relationships, increase engagement, and attract new members or supporters.

5. **Facilitating Collaborative Initiatives**

Promoting collaborative opportunities such as co-branded content, product development, satisfaction surveys, and approved fundraising initiatives that benefit BSRR and its partners.

6. **Promoting Events, Achievements, and Recognition**

Showcasing key events, awards, milestones, and other significant achievements, positioning BSRR as an active and dynamic member of the community.

7. **Providing Customer Service and Support**

Addressing queries, responding to concerns, and providing information in a timely and professional manner, ensuring a positive experience for all stakeholders.

8. **Advertising Employment and Volunteer Opportunities**

Promoting recruitment campaigns for job openings and volunteer opportunities, encouraging people to get involved and contribute to the reserve's growth.

9. **Facilitating Professional Networking**
Supporting the development of professional networks and connections within the BSRR community, fostering collaboration and knowledge exchange.
10. **Enhancing Learning and Educational Experiences**
Promoting and facilitating learning opportunities, including sporting or educational workshops that enhance skill-building and professional development.
11. **Reputation and Brand Management**
Actively managing BSRR's reputation on social media by ensuring content aligns with the organization's values and mission, reinforcing a positive public image.
12. **Crisis Communication and Emergency Management**
Using social media to disseminate timely, accurate information during crises or emergencies, providing critical updates to ensure the safety and well-being of the community.
13. **Live Streaming of Events and Workshops**
Broadcasting events, activities, and workshops via live streaming to engage remote audiences and increase visibility for BSRR's initiatives and programming.

2) Personal and Professional Use of Social Media

BSRR expects all volunteers, staff, users, commissioners, subcommittee members, and associates to maintain a clear distinction between personal and professional use of social media. It is essential that social media activity, whether personal or professional, does not:

1. **Damage BSRR's Reputation**
Social media must not be used in a way that brings BSRR into disrepute or tarnishes its reputation, either directly or indirectly.
2. **Undermine BSRR's Effectiveness**
Social media activity should not interfere with or compromise the operations, effectiveness, or objectives of BSRR in any way.
3. **Defame Individuals or Organizations**
Content shared on social media should not be used to defame, harass, or make derogatory comments about individuals, organizations, or any other parties.
4. **Imply BSRR Endorsement of Personal Views**
Personal opinions or views expressed on social media must not be presented in a manner that suggests they are officially endorsed or supported by BSRR.
5. **Disclose Confidential or Sensitive Information**
Confidential, proprietary, or sensitive information obtained through official BSRR channels must not be shared on social media without proper authorization.

3) Official Social Media Accounts and Channels

Berry Springs Recreation Reserve (BSRR) will establish and manage official social media accounts and channels in accordance with the following guidelines:

1. **Responsibility for Management and Oversight**
The BSRR Management Committee will be responsible for the creation, authorization, and ongoing management of all BSRR social media accounts, channels, and pages. This ensures that BSRR's branding, messaging, and online presence remain consistent. The Media Team will also ensure that posts are regularly updated and that any inquiries, complaints, or disputes are addressed promptly and professionally.
2. **Access and Authorization**
Only authorized volunteers, staff members, or contractors, as approved by the BSRR Management Committee, will be granted access to BSRR's social media accounts, including passwords. These authorized individuals will be responsible for managing content, uploading

images, and sharing videos. If an authorized person leaves or ceases to work with BSRR, all access permissions will be revoked immediately.

3. Unapproved Accounts

Any social media account, group, or page associated with BSRR that is created without prior approval from the BSRR Management Committee will be subject to moderation and may be removed. Unauthorized accounts or pages that do not adhere to BSRR's official social media policies will be dealt with accordingly.

4. Content and Account Moderation

The BSRR Management Committee reserves the right to monitor, restrict, or request the removal of any content or social media accounts that violate the guidelines set forth in the Social Media Policy. This ensures that all online activity remains in line with BSRR's values and objectives.

5. Identification and Contact Information

All official BSRR social media accounts will clearly identify themselves as being maintained by Berry Springs Recreation Reserve. Additionally, the contact information for the BSRR Management Committee will be prominently displayed on these accounts for transparency and accountability.

6. Branding and Visual Identity

All primary BSRR social media pages will feature the BSRR name and logo to ensure brand consistency. It is encouraged to use photographs and imagery that accurately reflect the mission and activities of Berry Springs Recreation Reserve. Where applicable, official BSRR colours and design elements should be used in the layout or customization of these channels.

4. Social Media Content Guidelines

All content and interactions on social media related to Berry Springs Recreation Reserve (BSRR) must adhere to this policy, as well as the BSRR Volunteer & Employee Code of Conduct, where applicable. These guidelines are designed to ensure that BSRR's social media presence remains professional, respectful, and compliant with relevant legal standards.

I. Respectful and Professional Engagement

All engagement with BSRR's official social media channels must be conducted in a respectful, professional, and courteous manner. This applies to both the content shared and the manner in which interactions occur, ensuring a positive and supportive online environment for all participants.

II. Compliance with Legal and Ethical Standards

Social media use in connection with BSRR—whether through endorsed platforms or other channels—must comply with applicable laws, including those governing privacy, copyright, human rights, anti-discrimination, and any other relevant regulations. All content shared must respect the intellectual property of others. For any copyrighted materials (e.g., images, videos, music, logos), explicit written permission must be obtained before posting, sharing, or distributing on social media platforms associated with BSRR.

III. Protection of Personal Information

Personal or private information that could identify an individual—such as addresses, phone numbers, email addresses, or other sensitive details—must not be shared or made publicly available on any BSRR-related social media platforms without the explicit, written consent of the individual involved. This includes both content posted by BSRR, and content shared or commented on by others.

IV. Awareness of Public Nature of Social Media

Individuals using social media in a private capacity should remain mindful that content posted online can potentially become public at any time. This is true even when privacy settings are activated, or a pseudonym is used. Users should be aware that even personal social media

accounts may be subject to scrutiny if they make connections to BSRR or its activities, particularly in the context of public-facing posts.

V. Requests for Promotion or Activity on BSRR's Social Media

All requests for promotional activities, content creation, or other forms of engagement on BSRR's official social media channels are at the discretion of the BSRR Management Committee. While BSRR encourages ideas and suggestions from its volunteers, staff, and stakeholders, approval and scheduling of content will be considered on a case-by-case basis. All submissions will be evaluated based on alignment with BSRR's mission and values, and the availability of resources to support the activity.

5. Moderation of Social Media Platforms

Effective moderation of Berry Springs Recreation Reserve's (BSRR) social media platforms is essential to ensure a positive, respectful, and safe environment for all users. By enforcing engagement guidelines consistently, BSRR can maintain an atmosphere that reflects the organization's values and fosters constructive interactions.

1. Timely Response to Queries and Interactions

All queries—whether posted publicly or sent via private messages—should be responded to in a timely and professional manner. Engaging with the community promptly helps build trust and demonstrates BSRR's commitment to active communication and customer service.

2. Content Removal and Positive Engagement

Posts made by others should not be deleted unless they violate the established community guidelines, such as containing inappropriate language, hateful comments, spam links, or other offensive content as outlined in this policy. In contrast, positive and constructive comments should be acknowledged and, where appropriate, shared or highlighted to encourage continued engagement. Recognizing and amplifying positive interactions helps build a more supportive and engaged online community.

3. Use of Profanity Block List

To prevent inappropriate language from appearing on BSRR's official social media pages, the Facebook profanity block list should always be set to "high." This setting helps automatically filter and block the use of offensive words, creating a more respectful environment for all users.

4. Monitoring and Reporting on Other Platforms

For social media channels beyond Facebook, the BSRR Management Committee should implement and uphold the platform's specific rules and terms of service. Active monitoring of pages is necessary to identify and address any inappropriate behaviour or violations of BSRR's community guidelines. Where necessary, moderators should remove offensive content, report it to the platform administrators, and, in cases of repeated misconduct, consider banning the user to protect the integrity of the community.

By establishing clear moderation processes and maintaining vigilant oversight, BSRR ensures that its social media presence remains a welcoming, safe, and positive space for all participants. This approach not only protects the reputation of BSRR but also fosters meaningful engagement with the wider community.

6. Child Safety and Online Conduct

At Berry Springs Recreation Reserve (BSRR), we are committed to ensuring the safety and well-being of children and young people in all aspects of our operations, including online interactions, live-streamed coaching, and other digital activities. We recognize our duty of care extends beyond in-person contact, and we have a responsibility to maintain safe environments for all children and young people involved with BSRR.

Anyone engaged in child-related work, whether online or face-to-face, on behalf of BSRR, must adhere to the following guidelines:

1. **Working with Children Check**
All individuals involved in child-related activities for BSRR must hold a valid Working with Children Check, unless exempt under relevant state or territory laws. This ensures that appropriate background checks are in place for those working with young people.
2. **Compliance with BSRR's Code of Conduct**
All staff, volunteers, and contractors must follow BSRR's Volunteer and Employee Code of Conduct, as well as any other relevant policies and procedures designed to ensure safe, respectful, and professional interactions with children and young people.
3. **Use of Authorized Platforms for Communication**
Communication with children, young people, and their parents or carers must only take place via BSRR-authorized platforms or accounts. This ensures that interactions are secure, monitored, and aligned with BSRR's policies.
4. **Professional Boundaries on Social Media**
Social media interactions must maintain professional boundaries at all times. This means avoiding the sharing of personal contact information, such as personal mobile numbers, and refraining from accepting or sending friend requests to children, young people, or their parents/carers on personal social media accounts.
5. **Setting Clear Expectations for Online Behaviour**
All individuals working with children through BSRR must clearly communicate online behavioural expectations to children and young people. It is important to model appropriate behaviour and demonstrate responsible use of technology to foster a positive online culture.
6. **Respect for Privacy and Confidentiality**
The privacy and confidentiality of children and young people must always be respected. **Consent** must be obtained from both the child and their parent or carer prior to posting any identifying information, including names, photos, videos, or other personal details online.
7. **Secure Handling of Personal Information**
Any personal information collected about children must be securely stored and handled in accordance with BSRR's Privacy Policy and applicable laws. Consent forms and personal data should be used only for the purposes for which they were collected and not disclosed without proper authorization.
8. **Monitoring Safety and Reporting Concerns**
All staff and volunteers must be vigilant in monitoring the safety and well-being of young people. If there are concerns regarding a child's safety or well-being, these must be reported immediately through the appropriate reporting channels, as outlined by BSRR.
9. **Addressing Concerns Regarding Online Misconduct**
If a child, young person, or parent/carer raises concerns about inappropriate content or behaviour on BSRR's social media or online platforms, these concerns should be addressed promptly and in accordance with BSRR's Social Media Policy and other relevant policies.
10. **Ensuring Children Know How to Get Help**
Children should always be made aware of how to **seek help** if they ever feel unsafe or uncomfortable. This includes informing them of available resources and contacts to report any concerns.
11. **Emergency Contact Information**
In case of immediate danger or emergency, the following contact numbers should be used:
 - **Emergency Services (Triple Zero):** 000
 - **Crimestoppers:** 1800 333 000
 - **Kids Helpline:** 1800 55 1800 or via webchatAdditionally, concerns can be reported to local police or other relevant authorities.

By adhering to these guidelines, BSRR ensures a safe, secure, and respectful environment for children and young people, both online and offline. Protecting the safety and well-being of all participants is our top priority.

7. Compliance

Breaches of this policy will be taken seriously and addressed in accordance with BSRR's Volunteer & Employee Code of Conduct. Any violation of the guidelines set forth in this policy will be thoroughly investigated and may result in a range of disciplinary actions, depending on the severity and nature of the breach. These actions may include, but are not limited to:

- **Verbal or Written Reprimands:** For minor breaches, individuals may receive formal warnings, including verbal or written reprimands, which will be documented and placed in the individual's file. Continued non-compliance may lead to further action.
- **Criminal or Civil Legal Action:** In cases where a breach involves illegal activities or actions that result in harm to others (e.g., harassment, misconduct, privacy violations), BSRR may report the individual to relevant law enforcement agencies. This could result in criminal or civil **charges** being brought against the individual in accordance with local, state, or federal laws.
- **Removal from BSRR Premises:** In instances where an individual's actions jeopardize the safety, well-being, or reputation of BSRR, they may be removed from BSRR premises immediately. This action may be taken to prevent further harm, particularly in cases involving aggressive behaviour, harassment, or disruptive conduct.
- **Termination of Volunteer, Employment, or Engagement Status:** For more serious breaches, including ongoing or severe misconduct, individuals may face termination of their volunteer role, employment contract, or other engagement with BSRR. This includes any situation where an individual's actions contradict BSRR's values or compromise the integrity of the organization.

The specific disciplinary measures taken will depend on the context of the breach, the level of responsibility of the individual involved, and the potential impact on BSRR, its staff, volunteers, and the broader community. BSRR reserves the right to take appropriate corrective actions to ensure a safe and respectful environment for all.

In all cases, BSRR will ensure that any action taken is fair, consistent, and in line with the principles of natural justice. Individuals will have the opportunity to respond to allegations made against them, and decisions will be made based on a thorough investigation of the facts.

8. Roles and Responsibilities

Clear roles and responsibilities are essential to ensuring that Berry Springs Recreation Reserve (BSRR)'s social media activities align with its values, maintain a positive and respectful online presence, and comply with all relevant policies and guidelines. The following outlines the key responsibilities of the BSRR Management Committee, as well as staff, contractors, subcontractors, consultants, and volunteers, in managing and engaging with BSRR's social media channels.

A. Berry Springs Recreation Reserve Management Committee

The Management Committee holds overall responsibility for overseeing BSRR's social media strategy, content, and conduct. Their specific duties include:

- a) **Register and Secure Social Media Accounts**
Ensure all BSRR social media accounts, platforms, and associated access details (including passwords and security measures) are securely stored and regularly updated to safeguard the integrity of BSRR's online presence.

- b) **Maintain Social Media Channels**
Oversee and manage all BSRR social media channels and assets, including but not limited to Facebook, Instagram, and YouTube. This includes ensuring that these platforms are actively maintained and are used effectively for BSRR's objectives.
 - c) **Monitor Social Media Activity**
Regularly monitor BSRR's social media marketing activities to ensure compliance with established guidelines. When necessary, address any concerns regarding volunteer or staff member online behaviour in a collaborative manner within the Committee, ensuring alignment with BSRR's standards.
 - d) **Respond to Public Commentary**
Actively monitor and respond, when appropriate, to controversial or prominent commentary regarding BSRR on public social media platforms. The Management Committee will determine the appropriate response, ensuring that it aligns with BSRR's values and reputation.
 - e) **Provide Strategic Guidance on Social Media Use**
Offer ongoing strategic advice on the appropriate use of social media channels for engaging the community. This includes ensuring that all activities on social media align with BSRR's brand identity and the guiding principles set forth in the BSRR Social Media Policy.
 - f) **Content Creation and Management**
Oversee the creation, scheduling, and publication of relevant and up-to-date content on BSRR's official social media channels. This content should reflect BSRR's activities, events, and community engagement initiatives.
 - g) **Review and Update Social Media Policy**
Annually review the Social Media Policy and related procedures, assessing their effectiveness and making recommendations for any necessary updates or improvements to ensure compliance with best practices and evolving social media trends.
 - h) **Ensure Awareness of Responsibilities**
Ensure that all volunteers, contractors, staff, users, and associates are fully aware of their responsibilities when using social media in connection with BSRR, and that they understand the guidelines for appropriate engagement.
-

B. Staff, Contractors, Subcontractors, Consultants, and Volunteers

BSRR expects that all staff, contractors, subcontractors, consultants, and volunteers involved in its activities, both online and offline, adhere to the organization's social media guidelines. Their responsibilities include:

- a) **Obtain Prior Approval for Official Use of Social Media**
Before engaging in any official social media activities on behalf of BSRR, individuals must obtain prior approval from the BSRR Management Committee. This ensures that all online interactions are aligned with BSRR's strategy and values.
- b) **Engage Professionally and Respectfully**
All individuals are expected to engage with BSRR's official social media channels in a professional, respectful, and positive manner. This includes adhering to the principles set out in the Social Media Policy.
- c) **Complete Social Media Induction Training**
Participate in any BSRR social media online induction training that may be provided. This training is designed to ensure all staff and volunteers understand their responsibilities and the expectations for engaging with BSRR's social media platforms.
- d) **Induct Users into Social Media Policy**
Where applicable, staff and volunteers must induct any users, including other volunteers or

community members, on BSRR's Social Media Policy. This ensures that all participants are informed about how to engage with BSRR's online presence appropriately.

e) **Compliance with BSRR's Code of Conduct**

All individuals must comply with the BSRR Code of Conduct, which governs behaviour both in-person and online. Staff and volunteers are not permitted to make comments or represent BSRR in any capacity unless they have explicit authorization from the BSRR Management Committee.

f) **Adhere to Social Media Guidelines**

Staff, contractors, and volunteers must always engage with BSRR's official social media channels in a manner that is respectful, professional, and compliant with the Social Media Policy. This includes ensuring that any content shared, or interactions made do not violate BSRR's values or guidelines.

10. Policy Review

This Social Media Policy will be continuously monitored and undergo a comprehensive review annually by the BSRR Management Committee. The review process will assess the policy's effectiveness in meeting the organization's objectives, its alignment with industry best practices, and its responsiveness to any changes in relevant laws, technologies, or organizational needs.

The decision to review the policy may also be influenced by factors such as changes in the social media landscape, new regulatory requirements, or feedback from staff, volunteers, or stakeholders. Following each review, recommendations for any updates, modifications, or enhancements to the policy will be made, ensuring that it remains relevant, robust, and fully aligned with BSRR's mission and values.

The Management Committee will determine the scope of the review process, including whether external consultation or expert advice is required. Any revisions to the policy will be communicated to all relevant parties, including staff, volunteers, and associates, to ensure continued compliance and understanding.