



Phillip Island Conservation Social Media Policy

Purpose

The purpose of this document is to establish the Phillip Island Conservation Society (PICS) social media policy, to work alongside the Social Media Procedures document. The procedures document outlines the various roles and responsibilities and procedures to better enable the operation of the policy.

A social media policy helps to protect PICS online reputation and assists volunteers to get involved in sharing PICS awareness. The social media policy will be displayed on PICS Facebook site and any other social media sites.

PICS seeks to:

- Maximise social media reach while protecting our public reputation;
- Encourage information and link-sharing amongst its members and followers; and
- Utilise the expertise of its members in generating appropriate social media content.

Social media posts should be in keeping with the image that PICS wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

Content

Content to be aligned to PICS aims and purpose (Constitution)

- to preserve and enhance the native flora and fauna of Phillip island
- related to the environment, conservation and climate change generally
- not to be politically aligned

PICS Social Media Policy

PICS should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.

PICS's social media use shall be consistent with the following core values:

- **Integrity:** PICS will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals.
- **Professionalism:** PICS's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Volunteers may, from time to time and as appropriate, post on behalf of PICS using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** PICS encourages the sharing and reposting of online information that is relevant, appropriate to its aims, guiding principles and of interest to its members.

AUTHORISATION

This policy is endorsed by PICS management committee on the sixth of February 2021

Date: 6 February 2021

Facebook: [\(1\) Phillip Island Conservation Society | Facebook](#)