



Social Media Policy

INTRODUCTION

Women and Firefighting Australasia Inc (WAFWA) uses social media to further its vision to promote equity across our sector to empower all women and embrace their strengths.

Social media is a powerful way to promote diversity and inclusion, but it is also an arena in which women and other groups in society, and their supporters, can be attacked and abused. For this reason, WAFWA and WAFWA members must manage WAFWA's profile, message and reputation on social media ethically and professionally.

This policy deals with posts on social media platforms. For relations with public media such as newspapers, radio and television, see the Media Relations Policy.

PURPOSE

This policy states who is authorised to post on official WAFWA social media accounts, the principles for posts relating to WAFWA and how issues are managed.

WAFWA SOCIAL MEDIA ACCOUNTS

WAFWA has the following official social media accounts:

- Facebook - @WomenAndFirefightingAustralasia
- Instagram – wafa.inc
- YouTube – Women and Firefighting Australasia Inc
- Twitter - @WAFWA_Comms
- LinkedIn - Women and Firefighting Australasia Inc

The WAFWA Board must approve the people authorised to manage and post on WAFWA's social media accounts.

PRINCIPLES

The following principles guide people authorised to manage and post on WAFWA's social media accounts:

- Posts must be in accordance with WAFWA's vision, mission and Code of Conduct and Values.
- WAFWA posts should always be respectful and professional.
- We will seek to share and repost online information that is relevant, appropriate to WAFWA's vision and mission and of interest to WAFWA members.
- We will not knowingly post incorrect, defamatory or misleading information.
- WAFWA will monitor responses to its social media posts to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, and to reply to requests for information.
- WAFWA is apolitical. We may comment on the policies or actions of an organisation, government or government agency, but will not comment on political party platforms, positions or issues.
- We will not post personal information about, or photographs or videos of, WAFWA members or Board members without the consent of the individual concerned.

- People authorised to post on Wafa's social media accounts must only use these accounts for Wafa's business. They may not use them for personal purposes or for the business of other organisations.
- Wafa may block social media accounts that use social media in ways that conflict with Wafa's vision, mission or Code of Conduct and Values.

Wafa MEMBERS

Wafa members are encouraged to promote and comment on Wafa social media posts.

Wafa members are also encouraged to share posts and information that support Wafa's vision and mission with Wafa's social media accounts.

Note: If you can be identified as a Wafa member either directly or as part of your personal or profile information, your actions can reflect on Wafa.

Wafa members who use social media in ways that conflict with Wafa's vision, mission or Code of Conduct and Values may be blocked from Wafa's social media accounts and may have their membership revoked.

INTERACTING WITH Wafa

Wafa welcomes individuals and organisations who support Wafa's vision and mission by promoting and commenting on Wafa's posts and sharing posts and information with Wafa.

Wafa may support and encourage individuals and organisations that promote equity across our sector to empower all women and embrace their strengths by linking to, reposting or commenting on their posts or websites.

Wafa may engage respectfully online or offline with individuals or organisations that do not support Wafa's vision and mission, so long as it is safe to do so.

Wafa reserves the right to block any social media account that uses social media in ways that conflict with Wafa's vision, mission or Code of Conduct and Values.

#WafaWEDNESDAY

The #WafaWednesday hashtag is intended for use by individuals or organisations who want to flag their support of Wafa's vision and mission through their posts on relevant topics.

Wafa may support #WafaWednesday posts through its own media accounts.

Wafa reserves the right not to support #WafaWednesday posts if they are not in accordance with Wafa's vision, mission or Code of Conduct and Values. Wafa may block social media accounts that use the hashtag to promote inappropriate content.

FEEDBACK

Feedback, compliments, complaints or issues about Wafa's use of social media should be sent to info@wafa.asn.au.

The Secretary is responsible for ensuring that all feedback, compliments, complaints or issues are drawn to the attention of the appropriate person and acted upon promptly and that the outcomes are reported to the Wafa Board.

AUTHORISATION

Board Minutes – 1 July 2019

Women and Firefighting Australasia Inc.

Policy number	4	Version	1
Drafted by	Anne Pickles	Approved by Board on	1 July 2019
Responsible person	Board Secretary	Scheduled review date	1 July 2022