



# Social Media Use

## Purpose

The purpose of this policy is to provide guidelines for Coastal Care employees who use social media in their personal or professional capacities to ensure that all social media communications align with the organisation's mission and values.

## Scope

This policy applies to all employees of Coastal Care (CC) who use social media in any capacity related to their work with the organisation.

## Policy

CC recognises that social media provides a powerful tool for communication, outreach, and engagement. At the same time, social media use can carry risks and consequences for both the individual and the organisation. Therefore, CC expects all employees to use social media in a responsible, ethical, and professional manner that upholds the organisation's values and mission.

## Procedure:

### Guidelines for Social Media Use

- CC employees must be mindful of the content they share on social media platforms and avoid posting any material that could be interpreted as discriminatory, defamatory, harassing, or offensive.
- Employees must avoid sharing any confidential or sensitive information about CC, its clients, or stakeholders on social media platforms, regardless of whether the information is positive or negative.
- Employees must not use social media to conduct personal business or promote personal interests while on the job or using CC's resources.
- Employees must respect the intellectual property rights of others and avoid posting copyrighted or trademarked material on social media platforms without permission.
- Employees must clearly indicate that any views or opinions they express on social media platforms are their own and do not represent the views or opinions of CC.
- CC employees must use appropriate language and maintain a professional tone in all social media communications related to the organisation.
- CC employees must not endorse any commercial products or services on social media in relation to the organisation unless it has been authorised by the organisation.
- CC employees must comply with all relevant laws and regulations related to social media use in their personal and professional capacities.

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|--|------------------------|----------------------------|-------------------|
| <i>Social Media Use POLICY PROCEDURE</i> |                        | <i>Version:</i>            | <i>1.0-23</i>     |
| <i>Endorsed by:</i>                      | <i>CEO</i>             | <i>Effective Date:</i>     | <i>12/04/2023</i> |
| <i>Person Responsible:</i>               | <i>Service Manager</i> | <i>Next Revision Date:</i> | <i>12/04/2025</i> |



## Coastal Care Social Media Accounts

- Only authorised employees or contractors may create or manage official CC social media accounts.
- All official CC social media accounts must comply with CC branding, marketing, and communication policies and procedures.
- CC employees must obtain permission from their supervisor or manager before using any official CC social media accounts or posting content on behalf of CC.

## Consequences for Non-Compliance

- Any violation of this social media policy may result in disciplinary action, up to and including termination of employment.
- CC reserves the right to monitor employees' social media activity, including public posts and private messages, to ensure compliance with this policy.

## Training and Education

- CC will provide regular training and education for employees on social media use and best practices.
- All new employees will receive orientation on this social media policy and must acknowledge that they have read and understood the policy before they can use CC's resources or social media accounts.

## Acknowledgment

Coastal Care employees will acknowledge that their personal social media accounts are not official Coastal Care accounts and that any views expressed on these accounts do not represent the views of the organisation.

## Consequences of non-compliance

Non-compliance with this policy may result in disciplinary action, up to and including termination of employment.

## VARIATIONS

Coastal Care reserves the right to vary, replace or terminate this policy from time to time.

## RELATED DOCUMENTS

- Client Communication
- Internal Communication
- Privacy and Confidentiality
- Human Resources
- Code of Conduct
- Marketing
- Performance Management

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