
	ADRA Australia Policies and Procedures – Employee Handbook	No. CR 000 751	
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	Public Comment and Social Media Policy		
	Department	Sections (inc. All sections where this document is located.)	
	Corporate Services	Core Policies/Employee Handbook	
	Modified By	Document Version Effective Date	
	M Webster	2017/1.1 5 September 2017	
Approving Committee	Previous Revision Date		
ADRA Board of Directors	2019		

This policy applies to both ADRA Australia and Open Heart International. Unless specifically mentioned in the policy, references to ADRA Australia extend to, and include, Open Heart International.

CR 000 751 PUBLIC COMMENT AND SOCIAL MEDIA POLICY

1. PURPOSE AND SCOPE



The dissemination of knowledge and information about its work is a key part of ADRA Australia’s mission. ADRA Australia encourages its personnel to contribute to public commentary on the basis of their employment or engagement with ADRA Australia and professional competence without unreasonable interference or restriction. However, ADRA Australia requires all personnel to ensure that, when making public commentary of any nature that pertains to ADRA Australia and its work or business interests, the interests of colleagues and the reputation and interests of ADRA Australia are protected.

This policy outlines the rights and responsibilities of ADRA Australia Personnel when commenting on anything pertaining to ADRA Australia and its work in public forums, including in the media and online social media. This policy applies to all ADRA Australia Personnel. It applies whenever public comment pertaining to ADRA Australia or its work is made whether within or outside of the workplace or ordinary hours of work. It applies to all possible media for public comment including but not limited to, any personal blogs or social media accounts if they are used to make comments pertaining to ADRA Australia or its work.

2. DEFINITIONS

The following definitions are relevant to this policy.

- A. ADRA Australia Personnel – includes ADRA Australia’s employees (including Conference ADRA Directors), volunteers, contractors and Company Directors. For the purposes of this policy, this includes any person who travels on an ADRA Connections or Open Heart International trip. In the case of volunteers on a short-term trip they are considered personnel for the duration of the trip only, but this policy would apply to public comment or social media posts made in relation to the trip either before or after the trip itself.
- B. Public Comment – any communication made verbally or in writing in a public forum or medium where it is possible that the publication or circulation of the comment will spread to the community at large, or to those persons or organisations within ADRA Australia’s business or sector whatever the original intention or audience. Examples include (but are not limited to): conferences, media releases, interviews, public speaking engagements (such as in churches), publications, comments in newspapers or on radio or television, promotional videos and comments or other engagement with social media.
- C. Social Media – includes any online website or application that allows users to create and share content and participate in social networking. Examples include (but are not limited to): Facebook, Twitter, Instagram, WhatsApp, Tumblr, Pinterest, YouTube, LinkedIn, Google+, Viber and Snapchat.
- D. Social Media Engagement – includes posting new information, responding to existing

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information, sharing a post with others, and ‘following’ an organisation to stay informed of new information they post.



3. POLICY STATEMENT

The following policy statements describe the differing types of public commentary and the restrictions placed on ADRA Australia Personnel in regard to each.

- A. Public Comment in a Corporate Capacity – The Chief Executive Officer and the members of ADRA Australia’s Executive Committee are the primary spokespeople for ADRA Australia on matters of policy or corporate issues. Other senior employees, as authorised, may also speak publicly for ADRA Australia depending on the issue. Questions regarding authority to make public comment on behalf of ADRA Australia should be addressed to the Marketing Director. All ADRA Australia spokespeople must ensure the integrity of the information provided and that it adheres to professional standards when making public comment. Official media releases or statements are issued only by the ADRA Australia Marketing Department.
- B. Public Comment in a Professional Capacity – ADRA Australia encourages its professional employees to participate in public commentary on the basis of their professional competence. When making public comment employees should identify themselves using their ADRA Australia title, position and/or qualifications. Employees may make such comments using ADRA Australia letterhead and/or address/email. Employees interviewed or commenting on the basis of their professional competence do not need prior authorisation from ADRA Australia, but are expected to ensure the integrity of the information provided and that it adheres to professional standards when making public comment. If personnel are unsure whether they are acting in a professional capacity, they are required to check with their manager to confirm their position in the circumstances.
- C. Public Comment in a Private Capacity – ADRA Australia does not wish to limit personnel making public comment on issues as private citizens, but requires that such commentary must not use ADRA Australia’s name or their position at ADRA Australia in association with such public comments. To avoid confusion, personnel must not make such comments on ADRA Australia letterhead, use an ADRA Australia address/email, and if necessary must indicate unambiguously that they are expressing their personal opinion and not as a representative of ADRA Australia including on private social media sites.

The following statements describe information that all ADRA Australia Personnel are prohibited from including in public comment of any type without prior written permission from the ADRA Australia Executive Committee:

- A. Confidential Information – ADRA Australia personnel must not disclose the confidential information of ADRA Australia or its supporters or partners to any person including on any public media. The confidential information of ADRA Australia is information held or communicated in any manner, used or produced by the ADRA Australia, whether or not marked as such, in the

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conduct of its business or relating to its financial affairs. This includes the personal details of supporters, partners and personnel that are protected under privacy laws. If personnel are unsure whether the information they are proposing to disclose is confidential information they are required to check with their manager to confirm.

- B. Intellectual Property – ADRA Australia personnel must make sure that they do not make public, through any means, any trademarks, and proprietary information or other intellectual property of ADRA Australia or its supporters or partners.

The following statements describe information that all ADRA Australia Personnel are prohibited from including in public comment of any type under any circumstances:

- A. Content that Disparages ADRA Australia, its supporters, partners or Personnel – ADRA Australia’s goodwill and supporter and partner connections are dependent on its reputation. ADRA Australia personnel must not post any content that disparages or may have a harmful effect on the reputation or business of ADRA Australia, its supporters, partners or Personnel.
- B. Inappropriate or Unlawful Content – ADRA Australia Personnel must not use media, including social networking sites at any time (whether during or outside work hours), to discriminate, harass, bully or victimise ADRA Australia Personnel, supporters, partners or any other person. ADRA Australia Personnel must also take care to ensure they do not include in any public comment any content that would be deemed inappropriate in relation to ADRA Australia’s values or unlawful in respect to any laws in force within Australia. ADRA Australia Personnel must make sure that they have read and understand any other policies of ADRA Australia that may relate to these behaviours. Such policies include, but are not limited to, ADRA Australia’s Photo and Images Policy as well as Child Protection Policy.

4. CONSEQUENCES



A breach of this policy may result in disciplinary action, in some cases this could include termination of your employment, engagement, or volunteer role with ADRA Australia or its associated organisations.

ADRA Australia may require that you delete any information contained on any social media platform that is in breach of this policy or require you to issue an apology or retraction of any information that is in breach of this policy on any media.

ADRA Australia may restrict your access to certain media, including social networking sites, during work time if you are found to be accessing social media unreasonably or excessively.

5. KEY RELATED DOCUMENTS

- ADRA Australia Code of Conduct
- ADRA Australia Privacy Policy
- ADRA Australia Conflict of Interest Policy

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- ADRA Australia Photo and Images Policy
- ADRA Australia Child Protection Policy