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**Policy and Procedure - Social Media Usage**

GenYZ Mentoring

**Purpose**

## GenYZ recognises that social media presents new opportunities for networking, communication and knowledge sharing, but also adds to the complexity of removing the boundaries between personal and work life.

## It is important that all program staff, mentors, young people and other workplace participants understand that their use of social media is affected by the obligations they owe to GenYZ and applicable laws and regulations.

## This policy is premised on the belief that social media will be increasingly used for, and can enhance, communication within our program and the program’s mentoring relationships.

## The intention of this policy is to provide a framework that ensures safe and appropriate use of social media for engagement between young people, mentors, program staff, other workplace participants and the wider community.

**Definitions**

## *Confidential information* means any information of or relating to GenYZ which is not in the public domain (other than by a breach of notice), including any information which might reasonably be expected to be confidential, and which a program participant may have obtained access to or become aware of in their dealings with GenYZ.

## *Posting* means any content which is published or placed on social media, including the act of publishing or placing content on to social media, via any means, and *post* has a similar meaning.

## *Program participant* includes staff, mentors, young people and other workplace participant.

## *Social media* means all online media allowing user participation and interactions (including but not limited to all social networking sites (e.g. Facebook and LinkedIn), video and photo sharing sites (e.g. YouTube and Flickr), blogs (whether personal, corporate or hosted by other persons including media outlets), micro-blogging (e.g. Twitter), forums, discussion boards, groups, instant messaging and vod- and podcasting.

**Policy**

## This policy applies to all program participants. Different parts of the policy are applicable to the different roles of program participants.

Social media is seen as an acceptable tool for program participants to use for the purposes of:

* staff communicating with mentors
* encouraging communication between matched mentors and young people
* promoting the work of GenYZ to the broader community
* recruiting further participants into the program.

## The code of conduct that GenYZ asks of all its program participants is applicable to the use of social media.

**Responsibilities of all program participants**

## All program participants are entitled to post on social media platforms privately, however are expected to use common sense and discretion when posting.

## If program participants use social media to communicate with the broader community they must be aware that they may be perceived as representing GenYZ and/or the program.

## When posting on social media, all program participants must do so in a manner that is consistent with GenYZ's image and values.

## Without limiting the above point, when posting on social media, program participants:

## must not disclose any confidential information

## except with the prior written approval of GenYZ, must not make any post that could appear to be endorsed or supported by, or originating from GenYZ, for example by:

## suggesting, claiming or implying that they are speaking on behalf of GenYZ

## giving the impression that the views expressed are those of GenYZ

## including any of GenYZ's logos, trademarks or other insignia in the post,

## and must, if necessary, make it clear they are expressing a personal view only (e.g. by adding a disclaimer)

## must not make any post that might be construed as obscene, offensive, disrespectful, threatening, harassing, bullying, discriminatory or otherwise offensive or unlawful

## must not make any post which disparages or defames GenYZ or any other program participant, or which may otherwise bring GenYZ or any other program participant into disrepute

## must not seek to adopt the identity or likeness of another person, or to misrepresent their own identity

## must not circulate GenYZ's or other program participants' postings without their express prior approval to do so

## should seek to ensure that the post is accurate, factual and objective – if an error is made, it should be corrected immediately.

## Notwithstanding 4.b above, program participants may identify themselves as part of the GenYZ program in incidental mentions of their place of employment or about their personal activities. However, all program participants should then regard all communication concerning GenYZ or the program on that network as they would a professional network.

## All program participants must bear in mind any post on social media carries the same obligations as any other kind of publication or commentary. When posting on social media, all program participants must therefore ensure that a post does not contravene:

## any GenYZ policy or procedure

## any obligation or duty owed to GenYZ (express or implied)

## any applicable laws or regulations

## including in respect of (but not limited to) intellectual property, equal opportunity, bullying, sexual harassment, defamation, confidential information, fiduciary duties, privacy and required standards of conduct.

**Responsibilities of GenYZ staff**

## Staff must seek to ensure that, where permitted, any use of social media does not interfere with or undermine the proper performance of their employment duties.

## Without limiting the above, staff use of social media during business hours should be limited to use for GenYZ's business purposes.

1. Where permitted to post on behalf of GenYZ, program staff using social media to communicate with a wider audience on behalf of GenYZ must ensure the high quality of posts. Any posts intended to be made on behalf of GenYZ must be pre-approved by GenYZ.

**Communication between young people and mentors**

## Social media is an acceptable tool that may be used by young people and mentors to communicate with each other.

## In using social media to communicate with each other, mentors and young people must observe GenYZ's published *(2g) Code of Conduct*.

## Mentors and young people must let program staff know that they intend to communicate with each other via social media. They should seek advice about appropriate privacy and account settings as required.

## Mentors and young people must remember that the confidentiality they undertook to observe in their Match Agreements applies to all conversations they have, whether face-to-face or via social media.

## In using social media to communicate with one another, mentors and young people must appropriately set and maintain their privacy settings to allow for the required level of confidentiality. Where applicable, privacy settings on social media should be set so as to prevent third parties from accessing or seeing information that is part of private dialogue between the mentor and young person.

## Even if privacy settings are appropriately set and maintained, mentors and young people should remain mindful of posting any information or conversing about things that they would not want the public to see.

**Breach of policy**

All GenYZ staff, mentors and young persons, as well as other workplace participants are required to comply with this policy at all times.

If a staff member breaches this policy, he or she may be subject to disciplinary action which in serious cases may include termination of employment. Agents and contractors of GenYZ who are found to have breached this policy may have their contracts with GenYZ terminated. If a mentor or young person is found to have breached this policy they may be excluded from future involvement in the program.