



PERMACULTURE TOOWOOMBA INC.

EMPOWERING RESILIENCE

SOCIAL MEDIA POLICY

Introduction

Social media provides Permaculture Toowoomba Inc. with the opportunity to engage in ongoing conversations with its diverse stakeholder base. It allows Permaculture Toowoomba Inc. to connect with the community, improve our understanding of current attitudes and issues and share our activities and programs.

Permaculture Toowoomba Inc. supports its members' participation in social media as a means of complementing traditional communication channels (e.g. web, print, radio, television).

Definition

Social Media refers to the platforms of Facebook, Twitter, Instagram, YouTube, MySpace, LinkedIn and Pinterest.

Scope of Social Media Use

This policy applies to all members of Permaculture Toowoomba Inc. It applies to these uses of social media:

- Creating a social media presence as an official representative of Permaculture Toowoomba Inc.;
- Publishing messages, responding to comments and uploading content, including data, to official, public facing Permaculture Toowoomba Inc. social media channels and / or third-party social media channels; and
- Making reference to Permaculture Toowoomba Inc. within a private capacity on social media.

Principles of Conduct

Importantly, all content posted on social media sites immediately becomes public information, freely available to those who access it and potentially permanent, difficult to erase, remove or retract.

Member use of social media should adhere to the same standard of professional practice and conduct associated with all communication activities. Members are to operate within the Permaculture Toowoomba Inc.'s social media policy and within the professional standard of the Permaculture Toowoomba Inc. Code of Conduct. This includes:

- Be honest, polite and considerate.
- Be apolitical and impartial when using social media for official purposes.
- Demonstrate the values of Permaculture Toowoomba Inc.

- Members must not do anything that may adversely affect Permaculture Toowoomba Inc., or use social media in a way that could bring Permaculture Toowoomba Inc. into disrepute.
- All members must exercise caution and adopt a risk minimisation approach when using social media.

Official Use of Social Media

Members participating in an official capacity on third party or Permaculture Toowoomba Inc. hosted social media platforms must:

- Have the prior consent of the Management Committee to act as an authorised social media user.
- Only post or discuss information that is publicly available.
- Disclose in a manner suitable to the platform that they are a member of Permaculture Toowoomba Inc. and specify their role within Permaculture Toowoomba Inc.
- Do not mix personal views with official comments.
- Inform the President of any media involvement or interest by journalists.
- Follow and comply with the requirements of existing Permaculture Toowoomba Inc. policies.
- Ensure there is no conflict of interest for Permaculture Toowoomba Inc.
- Contribute to reporting on the performance of social media channels against Permaculture Toowoomba Inc. targets for community engagement.

Private Use of Social Media

Members participating in social media in a private capacity are expected to:

- Exercise sound judgement and behave in accordance with Permaculture Toowoomba Inc. policy, values and Code of Conduct.
- Clearly separate private opinions from the Permaculture Toowoomba Inc. official position.
- Use a private social media account, established with a private email address (members must not use a Permaculture Toowoomba Inc. social media account or a Permaculture Toowoomba Inc. email address for private use of social media).
- Not disclose confidential information.
- Understand the risks, benefits and implications that may arise from making private contributions to discussions.
- Seek advice from the President to address any issues or concerns.

Role of the Management Committee

Roles of the Management Committee in relation to social media include:

- Maintain a register of official social media accounts and channels.
- Arrange social media training where appropriate.
- Advise on and approve social media content frameworks.
- Track and monitor discussions and respond to emerging issues.

- Ensure that any members who are authorised to operate social media are aware of this policy.
- Ensure adherence to protocols such as photo release forms + Child Protection Guidelines.
- Oversee the use of social media tools.
- Maintain internal processes to ensure quality, technical accuracy and currency of content posted to social media sites.
- Authorise members to represent Permaculture Toowoomba Inc. in approved social media channels.

Permaculture Toowoomba Inc. Facebook Group

Permaculture Toowoomba Inc. has a Public Facebook Group as a place for members to connect with others, share interesting ideas and exciting projects, and learn and be inspired together.

The central focus is on **Permaculture Ethics** and **Principles**, along with the practical application of these in our daily lives. The aim is to support each other and build our individual and collective resilience, knowledge and skills.

We welcome discussion on Permaculture topics including:

- Land and Nature Stewardship.
- Building and Passive Solar Design.
- Tools and Technology.
- Education and Culture.
- Health and Spiritual Well-Being.
- Finances and Economics.
- Land Tenure and Community Governance.

We also encourage members to ask questions, share tips and online resources, and upload their photos. We enjoy seeing:

- Images of gardens, plants, food, retrofitting, upcycling and your many creative projects.
- Recipes, plans, charts, lists and guides.
- Examples of permaculture designs.
- Ideas, concepts, case studies and examples that showcase achievements and highlight possibilities.

People Care

Within the tenets of **People Care** we celebrate the diversity of our members. Therefore, when interacting in person, via electronic communications or on our Facebook Group we ask members to:

- Be respectful, inclusive and sensitive to others.
- Have honest, friendly and positive interactions.
- Be helpful, curious and thoughtful.
- Promote a safe and informative online experience.
- Handle sensitive issues in private via a personal message or private conversation.
- Protect individual privacy and be aware of confidentiality.

- Keep all posts aligned to the purpose of Permaculture Toowoomba Inc.
- Limit the promotion of external or private events, products or services to those specifically relevant to Permaculture Toowoomba Inc. members, and to no more often than once per event.
- Always acknowledge the original work and intellectual property of others. Share original posts, name the authors of quotes, and identify all sources of diagrams and images that are not their own.