

# Digital media policy

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## About this policy

Our digital media is intended to promote and communicate the vision, mission, and values of our organisation.

This policy sets out our plan to ensure the social media content and communications from our organisation remain legal, proper, and ethical.

## Definitions

**Confidential Information** is defined as all information disclosed that is designated as confidential or that reasonably should be understood to be confidential given the nature of the information and the circumstances.

**Educate** is defined as “not attempting to persuade, but leaving the audience to make their own choice”.

## Prohibited content

Posting of copyright, fair use, financial disclosures, and defamation posts are prohibited, including but not limited to:

- Plagiarised content.
- Inappropriate jokes.
- Inflammatory comments or obscenity.
- Offensive images.
- Images or content that they have not received the rights to.
- Discriminatory remarks.
- Content that infringes on people’s privacy rights.

## Confidential information

Posting confidential company information is prohibited, including but not limited to:

- Donor Information.
- Public discussions or speculation of our organisation's performance and unannounced plans.
- Internal or external contact information.
- Legal agreements or contracts.

## Prohibited political content

Care should be taken to follow all guidelines in our Impartiality Policy:

- Avoid inadvertently appearing party political caution should be taken in praising political figures or parties on social media or adopting a particular policy position in terms of how such praise is phrased (e.g. welcoming the policy commitment rather than a broader endorsement of the candidate or party).
- Avoid praise or endorsement includes retweets, likes, or shares.
- Do not engage in any communications or activities that encourage a vote for or against a candidate for political office.
- Be particularly cautious during a pre-election period where commenting on parties' positions on policies our organisation is advocating may be at higher risk of being seen to influence voters (which may then also have implications under electoral law). Bear in mind that US restrictions apply to some of our funders, which means these restrictions also apply to us in terms of how we use their funds. For instance, US laws prohibit corporations from broadcasting, via television, radio, and satellite, any communication that simply mentions a candidate within 30 days of a primary and 60 days before a general election.
- Ensure that any reference to political or government work should be cross-political.
- Don't use content in an attempt to influence, only educate. Educate is defined as "not attempting to persuade, but leaving the audience to make their own choice".

## Company social media

Access to our organisation's social media accounts is prohibited unless express permission is given.

Access to social media platforms should be restricted to our organisation devices (so as to not accidentally post on the wrong account). You should not be logged into our organisation's social media accounts on your personal phone.

All standards and expectations in this guide include actions such as retweets, shares, and likes.

# Website

Access to Website Admin access is prohibited unless express permission is given.

All changes and updates to the website must be approved by a member of the Senior Management Team.