

SOCIAL MEDIA POLICY

Policy number	NA	Version	4.15
Drafted by	BCSA	Approved by Board on	03/09/2025
Responsible person	Market Manager	Scheduled review date	01/12/2027

1. Introduction

- 1.1 This Social Media Policy outlines Broome Community Stallholders Association – BCSA’s expectations of Workers/Stallholders and their employees when using social media or making public comments online.
- 1.2 BCSA embraces the use of social media for promotion and is committed to ensuring that social media engagement connected with BCSA is lawful, professional and respectful.
- 1.3 BCSA is committed to protecting the market community from any unfavourable social media posts, shares or comments.

2. Purpose

- 2.1 BCSA understand that social media networks (such as Facebook, LinkedIn, Instagram, Tik Tok etc.) play an important part in today's society and that the majority of our Workers/stallholders may use social media in some personal capacity.
- 2.2 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of BCSA’s and that posts and comments made through its social media channels do not damage the BCSA’s reputation.

3. Scope

- 3.1 This policy applies to: Stallholders, employees, contractors, volunteers, workers

People covered by this policy will be collectively referred to as **‘Stallholders’**. On that basis it applies to all employees, contractors, suppliers, temporary staff, visitors, vendors, customers, or others in our workplace.
- 3.1 This policy applies to an individual's contact with media outlets, including journalists, in both a professional and private capacity when referencing craveable brands and its related entities.
- 3.2 This policy also applies to an individual’s use of social media in both a professional and private capacity. It also applies to all work-related activities, including any work-related event and/or activity including conferences, work functions, work-related social functions, or business trips, including Workers personal social media participation. Any information posted or published on social media should be treated as publicly available information.



- 3.3 This policy operates in conjunction with other relevant Organisation policies and any applicable Enterprise Agreements, Awards, employment contracts and/or applicable legislation.
- 3.4 Social media includes, but is not limited to, engagement on platforms which allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.
- 3.5 Posting – includes posts, comments (written, video or photo) engagement with other posts, stories, tagging, liking/reacting, sharing

4. Values

- 4.1 BCSA's social media use shall be consistent with the following core values:
- a) **Integrity:** BCSA will not knowingly post incorrect, defamatory or misleading information about our own work or the work of other organisations or individuals. In addition, we will post in accordance with the organisation's Copyright and Privacy policies.
 - b) **Professionalism:** BCSA's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate/authorised, post on behalf of BCSA using our online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
 - c) **Information Sharing:** BCSA encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, and of interest to our members.

5. Policy

- 5.1 All posts that relate to BCSA must meet content guidelines for use of social media. This includes:
- a) Posts and derogatory commenting on/or connected with BCSA and/or BCSA's social media accounts (**Professional Social Media Use**); and
 - b) posts on Workers' own social media accounts (**Personal Social Media Use**).
 - c) Includes sharing posts with any negative, misleading or disrespectful captions in relation to Broome Markets, BCSA or stallholders

5.2 Professional Social Media Use

The BCSA Committee and Market Manager may approve an individual to post on BCSA's social media accounts (**Approved Poster**). In determining who should be an Approved Poster, the CEO/Social Media Manager may consider:

- a) the extent of control BCSA has over the individual;
- b) whether the individual has the appropriate communication skills;
- c) what understanding the individual has of the risks of social media use; and
- d) current and former responsibilities and how the individual performed in those roles.

Only Approved Posters should have access to social media account passwords and logins.

5.3 Personal Social Media Use

Subject to this Policy, Workers should seek prior approval from the **BCSA Committee** and Market Manager before engaging in Personal and/or Professional Social Media Use about or connected with BCSA, save for promoting or supporting BCSA's activities.

Workers that are not Approved Posters may engage in Personal and/or Professional Social Media Use about or connected to BCSA without prior approval from BCSA, provided that the use complies with the Social Media Policy, Content Guidelines and Procedure.

When participating in social media networks, Workers must not disclose confidential information belonging to Organisation or any other information the Worker is required to keep confidential.

6. Content guidelines

- 6.1 Workers should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. BCSA expects Workers to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.
- 6.2 When engaging in Professional Social Media Use, BCSA expects that Workers/stallholders will:
- a) be professional and respectful;
 - b) promote the best interests of BCSA
 - c) not include misleading or deceptive statements or inferences;
 - d) refrain from inappropriate swearing;
 - e) only include intellectual property (such as photos, videos and quotes) that BCSA has permission to use or that do not require permission to use; and
- comply with BCSA's Privacy Policy.

7. Legislation & Industrial Instruments

- Copyright Act 1968 (Cth)
- Privacy Act 1988 (Cth)
- Defamation Act (state and territory specific) – If Applicable
- Equal Opportunity Act 1984 (WA)

SOCIAL MEDIA

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Authorised person	Market Manager	Scheduled review date	1/12/2027

1. Procedures

1.1 Posting to social media

Before social media posts are made, volunteers and staff should ask themselves the following questions:

- a) Is the information I am posting, or reposting, likely to be of interest to BCSA's members and stakeholders?
- b) Is the information factual and true? Does it emanate from a reliable source?
- c) Is the information in keeping with the interests of the organisation and in line with the organisation's mission, work, and core values?
- d) Could the post be construed as an attack on another individual, organisation or project?
- e) Would BCSA's supporters (including donors) be happy to read the post?
- f) If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- g) If reposting information, is the original poster an individual or organisation that BCSA would be happy to associate itself with?
- h) Is the tone and the content of the post in keeping with other posts made by BCSA? Does it maintain the organisation's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the **Social Media Manager**. A few moments spent checking can save the organisation big problems in the future. If in doubt, leave it out.

1.2 Damage limitation

In the event of a damaging or misleading post being made, the **Social Media Manager** should be notified as soon as possible, and the following actions should occur:

- a) The offending post should be removed.
- b) Where necessary, an apology should be issued, either publicly or to the individual or organisation involved.
- c) The origin of the offending post should be explored, and steps taken to prevent a similar incident occurring in the future.

If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, revert to the [Media Relations Policy](#) and the Institute of Community Directors Australia (ICDA) help sheet: [What to do in a Media Crisis](#).

1.3 Moderating social media

BCSA is committed to protecting its reputation and maintaining a safe and friendly environment for its Workers and members.

From time to time social media forums may be hijacked by trolls or spammers or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts breach the Content Guidelines in the Policy, users may be subject to disciplinary action.

If a post that breaches Content Guidelines appears only once:

- a) Remove the post as soon as possible;



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- b) If possible/appropriate, contact the poster privately to explain why you have removed the post, highlighting BCSA's posting guidelines.
- c) Official warning

If a poster continues to post inappropriate content, or if the post can be considered spam:

- a) Remove the post as soon as possible;
- b) Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort, and only when the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

Moderation of social media posts, including any decision to block, ban and remove posts, ultimately lies with the **Social Media Manager**, but may, at their discretion, be delegated to responsible staff and volunteers.

Authorisation

BCSA

Broome Community Stallholders Association

03/09/2025