



Community Radio
 Shop 6 Bowling Arcade, Colac
 Post: P.O. Box 31, Colac 3250
 Ph: 0352 321 991
 Email: admin@ocrfm.org.au
 Web: www.ocrfm.org.au
 ABN 35 575 865 292

OCR FM SOCIAL MEDIA POLICY

AIM

OCR FM values the benefits of social media to build meaningful relationships with its listeners, subscribers, guests, staff, volunteers, stakeholders and the local community. It encourages volunteers to actively participate in social media and to use it for the benefit of OCR FM.

OCR FM also recognises the evolving nature of social media and these guidelines are intended to provide a reduction in risk for both OCR FM and its volunteers.

DEFINITIONS

The following definitions apply:

<u>Term</u>	<u>Definition</u>																				
Social Media	<p>Any website or application where people can engage with one another via text or images is regarded as using social media.</p> <p>OCR FM refers to the following types of websites as examples of 'social media':</p> <table style="width: 100%; border: none;"> <tr> <td>Facebook</td> <td>Twitter</td> <td>LinkedIn</td> <td>Pinterest</td> </tr> <tr> <td>Google+</td> <td>Flickr</td> <td>YouTube</td> <td>Vimeo</td> </tr> <tr> <td>Snapchat</td> <td>Instagram</td> <td>TikTok</td> <td></td> </tr> <tr> <td>Blogs</td> <td colspan="3">Forums and discussion groups</td> </tr> <tr> <td>Wikipedia</td> <td colspan="3"></td> </tr> </table> <p>This list is not comprehensive or exhaustive and will adapt and grow as new social media opportunities arise.</p>	Facebook	Twitter	LinkedIn	Pinterest	Google+	Flickr	YouTube	Vimeo	Snapchat	Instagram	TikTok		Blogs	Forums and discussion groups			Wikipedia			
Facebook	Twitter	LinkedIn	Pinterest																		
Google+	Flickr	YouTube	Vimeo																		
Snapchat	Instagram	TikTok																			
Blogs	Forums and discussion groups																				
Wikipedia																					
OCR FM	3OCR community radio station																				

POLICY

The social media guidelines below set out the expectations for how social media should be used for OCR FM and applies to all volunteers using social media on behalf of OCR FM, and when referring to OCR FM in their personal use of social media.

The guidelines do not apply to volunteers' personal use of social media where no reference is made to OCR FM.

- Be respectful of all individuals and communities which you interact with in social media platforms.
- Be polite and respectful of other people's opinions, even in times of online debate.
 - Ensure that any content you publish is factually accurate and complies with the Privacy Act.
- Only offer comment on topics that fall within your area of responsibility at OCR FM. For other matters,

alert the relevant topic expert and, if the situation requires a timely response, let the relevant person know that the request needs an immediate response.

- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including OCR FM, its volunteers, competitors and/or other business related individuals or organisations.
- Ensure you do not disclose other people's personal information within social media platforms.
- Do not disclose confidential OCR FM information, for example financial details, business plans, imminent departure of key people, etc.
- Ensure that you do not misconstrue your personal comments in your own social media profiles as representing an official OCR FM position. Identify yourself as an OCR FM volunteer if you refer to OCR FM, its volunteers, competitors and/or other business related individuals or organisations.
- Be mindful of the importance of not damaging OCR FM's reputation and/or bringing OCR FM into disrepute.

If you are deemed to have breached the guidelines above you may face disciplinary action, which may result in the termination of your membership and privileges with OCR FM.

OCR FM may also recover from you any costs incurred as a result of a breach of these guidelines.

This policy was adopted as policy in principle by the OCR FM Committee of Management

Signed *Tyson Graham*

Date 15th September 2021

This Policy is due for review within 24 months of the date shown above.