

ETMP Social Media Safety Guidelines

INSPIRE CHALLENGE EMPOWER





ETM PERSPECTIVES PTY LTD

Social Media Safety Guidelines

Context:

ETM Perspectives Pty Ltd (ETMP), is an Aboriginal and Torres Strait Islander owned consultancy company specialising in leadership development and governance facilitation, education, training and research. ETMP is in the business of people development and of behavioural change whereby excellence is the constant endeavour of walking towards ones fears to overcome all defaults and barriers; whether internal or external. ETMP provides the environment for vulnerability and trust to flourish which then enables authenticity. ETMP has a passion to see individuals succeed and are dedicated to inspiring, challenging and empowering others to take the courageous journey of intentional growth.

Social media gives large and small businesses a direct way to interact with existing and potential customers, and promote the company's products and services. Businesses using social media channels like Facebook, Twitter and YouTube have a responsibility to ensure content on their pages is accurate, irrespective of who put it there. Currently, ETMP have four active social media accounts, i.e. Facebook, Instagram, LinkedIn and YouTube.

This document of Social Media Guidelines is typically created for the employees and contractors at ETMP. However, this is also available to influencers, clients, creative agencies, and visitors who can benefit from them. Social media can be very intimidating especially when it comes to social media guidelines. Despite its overwhelming approach we encourage ETMP employees to use social media in both a personal and a professional manner to maintain a strong brand and to engage with our online community.

Our Goal:

ETMP's goal is to better connect with our clients and customers and adjust our services based on constructive feedback given. We strive for transparency in our online presence and ensure to provide accurate content to all of our followers. We aim to connect with our mob in communities where face-to-face interaction isn't always an option.

ACTIVE Social Media Accounts:

[LinkedIn](#), [Facebook](#), [Instagram](#), [YouTube](#)





The ETMP Social Media Guidelines are as follows:

The 5 Step Approach

1. Maintain your brand identity

- A strong brand name and logo/image helps to keep your company in the mind of your potential clients and customers.
- Update and modernise your brand on a regular basis when necessary. Be sure to maintain consistency with brand updates across all platforms.
- Encourage employees and contractors to follow your official accounts.
- Encourage your employees and contractors to own and amplify your brand's message to increase your following.

2. Plan your social media strategy before execution

- State the goals your company is trying to achieve before posting.
- Select your target audience.
- Choose a platform (if not all of them) to post your content on.
- If you are planning a giveaway, state your terms and conditions clearly in a simple format. For your audience to actively participate
 - It is crucial to provide an incentive that is considerably worth the same amount of effort that the participant puts into the contest. (Don't make them work too hard! The simpler, the better.)
- Plan and write 3-5 captions per post to analyse the approach that your caption may have on the viewer.
- Structure your short biography that engages your audience to understand 'What your company is about' in the limited characters available. This section is vital! After reading your company's bio, the viewer will decide, right there and then, to trust the page and stay engaged or leave the page and not return. Create your bio so it is luring to your customer.

3. Engagement

- **Reactive Engagement:** Is the act of answering direct messages, comments, or incoming @mentions your business receives on social media.
- **Proactive Engagement:** Is when you make the first move. It is finding the tools and techniques to increase engagement opportunities with your viewers.

- Collect feedback about products or campaigns
- Discover leads through your comments. There may be potential work hidden; giving you the opportunity to further connect.
- When comments are made, make sure to provide information that gives clarity behind their enquiry/comment. (Simple is good) People want to be acknowledged so don't be afraid to engage with their comments.
- Stay Topical: Be sure to engage your audience by staying connected with trending events in the world.
- When using emoticons (emoji's) to respond to comments, messages and posting content, be sure to use the appropriate illustration and colour to minimise litigation or abuse from viewers that may take it offensively. Consequences can result in removing the post and/or suspension of your account.

4. Security Protocols & Inappropriate use (Australian Competition & Consumer Commission)

- **Minimise Risk:** Don't make statements on your Facebook or other social media pages that you wouldn't make in any other type of advertising. If you're unsure about what you can or can't say, seek legal advice.
- Monitor your social media pages and remove any posts that may be false, misleading or deceptive as soon as you become aware of them. However, you can respond to comments instead of removing them, but it is possible that your response may not be sufficient to override the false impression made by the original comments. It may be safer to simply remove the comments.
- Establish clear 'house rules' that apply to the actions of your followers when using your social media pages. You should then block users who breach those rules.

Professional use:

- Employees **must** abide by the company's vision and mission statement to ensure all activity and engagement aligns with any social media content.
- Employees **must** not disclose official information unless authorised to do so or unless it is already in the public domain (www.etmp.com.au).
- Employees **must** protect personal information separate from your business social media accounts.

Private use:

- Employees should not rely on a site's security settings to guarantee privacy, as material posted in a relatively secure setting can still be copied and reproduced elsewhere.



- Posts, comments and online activity, in a negative manner, can reflect on the employee's companies' brand, which can lead to termination of contract.

It is inappropriate to use social media to conduct the following (Not limited):

- Conducting private business
- Using discriminatory, defamatory, abusive or otherwise objectionable language in content
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose)
- Accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism
- Accessing, downloading or transmitting any material deemed to be illegal under ACT or Australian Commonwealth law
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry
- Compromising the privacy of any person
- Using services for personal political purposes
- Using services for industrial campaigns (apart from messages sent by officials of unions and professional associations for informational or consultative purposes)
- Attempting to gain unauthorised access to the computing resources of other organisations

5. Launch, Flag, & Review

1. **LAUNCH** and post your content to the preferred social media platforms
2. **FLAG** any comments, errors or the inappropriate use of the content and minimise the risk that may affect your brand
3. **REVIEW** the content, advertisement or campaign strategy and identify the pro's and con's associated with that post. Look at ways to improve the initial strategy for future engagement.



Benefits of social media for business (Bussines.gov.au)

Social media can help you engage with your customers and clients and find out what people are saying about your business. You can also use social media for advertising, promotional giveaways and mobile applications.

Social media can help your business to:

- Attract customers, get customer feedback and build customer loyalty
- Increase your market reach, including international markets
- Do market research and reduce marketing costs
- Increase revenue by building customer networks and advertising
- Develop your brand
- Exchange ideas to improve the way you do business
- Recruit skilled staff for example through job networking sites like LinkedIn
- Increase traffic to your website and improve its search engine ranking
- Keep an eye on your competitors

Disadvantages of social media (Bussines.gov.au)

Social media may not be suited to every business. If you are unprepared and launch your social media presence without planning, you could waste valuable time and money.

You should be aware that:

- If you don't have a clear marketing or social media strategy, the benefits may be reduced
- You may need additional resources to manage your online presence
- Social media is immediate and needs daily monitoring
- If you don't actively manage your social media presence, you may not see any real benefits
- You may get unwanted or inappropriate behaviour on your site, including bullying and harassment
- Online exposure could attract risks such as negative feedback, information leaks or hacking
- False or misleading claims made on your social media (by your business or a customer or client) can be subject to consumer law. You could be fined if a customer fan posts misleading or deceptive information, particularly about competitor products or services
- Whatever the risks, having a social media strategy and preparing your policy and procedures carefully beforehand can help you manage them.



PRESSURES FROM SOCIAL MEDIA (e-Safety Commissioner)

Social media can be a great way to stay in touch with friends, but sometimes it can also cause us to compare our lives to others, or feel like we need to be constantly connected.

It can be easy to fall into the trap of thinking that the posts you see on social media reflect real life, when most of the time they are showing you a lifestyle about as realistic as a movie set.

You might even do it too. Whether it is putting a few filters on your selfie, planning a 'candid' photo or posting about a night out that wasn't actually as fun as you say it was, we all create online personas that show the best parts of our offline lives and erase the times when we feel a little bit down, depressed or just plain flat.

The pressures from social media are very real and they have consequences for all of us. They can affect your mental health and how you feel about yourself. Here are some tips on how to deal with the pressures from social media.

What to do?

- Check yourself
- Unfollow accounts that make you feel bad
- Turn off your notifications and have a phone-free day
- Talk to someone:
 - Friend
 - Family Member
 - Mentor
 - Councillor

If you require support through the pressures from social media, please go online and phone [counselling and support services](#).

For more information on Social Media guidelines in Australia, refer to the links below for further reading, study and support.

<https://www.esafety.gov.au/young-people/pressures-from-social-media>
<https://www.accc.gov.au/business/advertising-promoting-your-business/social-media>





<https://www.esafety.gov.au/>

<https://communications.dpc.nsw.gov.au/nsw-government-facebook-page/social-media-policy/>

<https://www.nla.gov.au/policy-and-planning/social-media>

<https://www.business.gov.au/Marketing/Online-presence/Social-media-for-business>

