

SOCIAL MEDIA POLICY & GUIDELINES



Neighbourhood Watch

8/23/2017

FOR ACCREDITED NWH VIC GROUPS

Mandatory requirements and recommendations for managing
your Neighbourhood Watch Group social media accounts.

Social media policy & guidelines

Neighbourhood Watch Victoria Inc (NHW Vic) uses social media in its work and recognises that those who are involved in the organisation may also use social media either as part of their role as a volunteer or in their private life.

The following document encompasses:

NHW Vic Social Media Policy – The policy outlines your responsibility when it comes to using social media in relation to your work with NHW Vic.

NHW Vic Social Media Guidelines – The Guidelines aim to help you make the most of using social media to achieve your communication objectives.

NHW VIC SOCIAL MEDIA POLICY

NHW Vic encourages the responsible use of social media. The purpose of this Policy is to set out what NHW Vic expects from our volunteers when using social media.

It is important to remember that we *are all* ambassadors for NHW Vic and that social media is never private.

This policy aims to:

- * Give clear instruction on what representatives of NHW (individuals, pages, groups) can say about the organisation and our strategic partners
- * Comply with relevant legislation and protect volunteers
- * Help volunteers draw a line between their private lives and their volunteering when it comes to communicating via social media
- * Protect NHW Vic against liability for the actions of volunteers
- * Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.
- * Provide some best practice recommendations for your use of social media.

PRINCIPLES

NHW Vic volunteers should act respectfully, lawfully and with integrity at all times while representing NHW Vic in real world and on all digital media.

POLICY STATEMENT

NHW Vic recognises that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media.

This policy aims to protect individuals volunteering with us in any role and to encourage you to take responsibility for what you write, exercise good judgement and common sense.

SCOPE

The Guide applies to all members (accredited or other) of NHW Vic and its affiliate groups as well as persons acting on their behalf in relation to any posting on social media or digital spaces, public or private, that is made as, or could be implied to be from, a representative of NHW Vic.

Social media is deemed to be any digital application which can include, but is not limited to

- * blogs
- * social networking (Facebook, Twitter, LinkedIn)
- * video and photo sharing websites/platforms (YouTube, Instagram, Pinterest)
- * internet forums
- * websites
- * email

Volunteers may be required to remove internet postings which are deemed to constitute a breach of this policy.

The policy linked to all other policies therefore social media should never be used in a way that breaches any of our other policies such as social inclusion, equal opportunity and privacy.

Guiding principles for responsible use of social media

The following sections of the policy provide volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

We want you to help protect our organisations' reputation. Volunteers must not post disparaging or defamatory statements about:

- * The organisation
- * NHW Vic staff, clients, volunteers or members past or present suppliers and vendors.
- * Other affiliates and stakeholders, including Victoria Police.

Volunteers should also avoid social communications that might be misconstrued in a way that could damage the reputation of NHW Vic, even indirectly.

Volunteers are personally responsible for what they communicate on social media

NHW Vic volunteers shall not post anything on a social media or digital channel that:

- * is a political comment of any kind (endorsement, electioneering or debate)
- * discriminates against any person(s) race, gender, religion, disability or sexual orientation
- * promotes vigilantism or any activities that can be deemed as such
- * discloses any confidential, internal or sensitive information relation to Victoria Police, NHW Vic or its representatives
- * links to social media accounts, websites or third parties that promote behaviours that are not in line with NHW Vic principles and values
- * is in contravention of any other relevant NHW Vic policy or guidelines
- * makes defamatory or libellous comments or is abusive and/or harasses or threatens others
- * contains obscene or offensive language

- * infringes the intellectual property rights or copyright of others
- * promotes commercial interests unrelated to NHW Vic or is in direct conflict with existing NHW Vic supporters, sponsors and sanctioned activities.

Only the designated volunteer as appointed by the LGA Group or Group's office bearers can set up social media accounts in the name of that group

FURTHER

The Page or Digital Group name should follow our naming guidelines: Neighbourhood Watch *Place* (as distinct from *Place* NHW)

You are responsible for the security settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information

You are responsible for the use of any images ensuring that they can be reproduced without infringing copyright.

UNDERTAKINGS

In representing NHW Vic or any of its affiliates, whilst utilising the NHW name and/or logo you undertake to:

- * Post on social media in line with your LGA Groups policies (where there has been an LGA Group established)
- * Protect the reputation and legal position of the NHW Vic, local NHW groups and Victoria Police and their various stakeholders
- * Where a new nominee is elected to run an LGA or Local Page/Digital Group, transfer rights as required to ensure continuity of service

BREACHES

Where a page, group or post made by a NHW Vic volunteer is deemed to contravene NHW Vic policies and guidelines and modification or removal requests are not met in a timely fashion, it may result in withdrawal of support for that local NHW group/area.

GUIDE TO BEST PRACTICE

Set Objectives

As with any activity that you undertake for your Group it is important to set objectives; in particular:

Specific
Measurable
Attainable
Realistic
Timely

A sample objective could be to grow your online/digital membership by X followers in X space of time.

To have your post shared 100 times over a month.

To increase the number of 'real world' volunteers/followers from those who you have engaged with online.

Whatever the objectives, they need to adhere to the overall communication strategy of NHW Vic which aims to build awareness of Neighbourhood Watch as a contemporary and robust organisation directly engaging with the local community and using our reach to educate people as to how to be, and feel, safe.

Think like a publisher

If you consider a favourite magazine or newspaper (even a radio show) there is obviously a lot of variety to keep things interesting. A magazine may have an editors column, a feature story, some jokes or puzzles, some short breaking news.

When it comes to running a social media account, you need to also think like a publisher and try to find a balance of different styles of posts to keep people interested, informed and engaged.

Who are you posting to?

When it comes to creating content focus upon the people you want to engage with and publish your posts at the right time of day with topics that you know they will find interesting.

For example if you are targeting young mums it is best to post after 8pm and base your content around safety and security for your kids.

Frequency

Posting frequently is of great value – Just posting 2 or 3 times per week will not achieve cut-through.

The accounts that generate the most traction are those that share information right across the day and do so frequently.

To make it easier to post that often you can schedule your posts to be sent at set times over the week – as long as you remember to check in so that you can have a live conversation if your posts are attracting comments.

Examples of what to post

Numbered lists: The top 3 crime prevention strategies you have taught your children.

Ask questions: What is the best crime prevention tip you have ever heard? Do you remember the first time you drove your car alone?

Run polls: Why are you following Neighbourhood Watch? What is your fave cop/buddy film?

Make jokes: Just because we are dealing with what can be a serious subject you can still have fun around light hearted issues

Stay on top of trending news: Connect your message to (positive) trending news

Share info: Re-post from Eye-Watch and Vic Pol

Publishing crime information: **Do not publish reports of crime that you have been sent privately or have come from a source other than Eye Watch and Vic Pol**

You are not able to validate the report and could impact upon an investigation – or worse, be sued.

Be Local: Post information about other local groups about what is happening locally – schools, CFA, events. Demonstrate your local knowledge by sharing street names, park names and cross promoting with Council.

Events: Promote your upcoming events and at events get as many images as possible so that you have material to post after the event.

Video: Whenever possible produce short video grabs – it may be at a NHW event, or just you talking to camera to share some crime prevention hints/tips. Video will cut through greater than any other interaction.

Educate: Whenever there is a crime report add a 'solution', crime prevention or safety message so that your viewers are educated and left with something positive.

Your Newsletter: If you are a group that produces a hard copy or enewsletter, re-purpose individual titbits of content from that Newsletter to create posts/tweets.

Managing your social media account:

Have a well crafted "About" section .

For example:

"Neighbourhood Watch is all about building safe and inclusive communities; strengthening the partnership between Victoria Police and the community to prevent crime and improve safety.

Improving community awareness and participation in keeping ourselves safe, monitoring and reporting incidents that effect community safety, helps to deter criminal or unsafe behaviour, and, being actively involved in your community promotes safer living, crime prevention and the flow of information.

This is the place to watch out for each other for those who live and work in AREA. Your admins are Name, Name and Name.

Please note – it is not where to report crime. For emergency attendance by police, fire or ambulance call 000

If you have information in relation to a crime please call Crime Stoppers on 1800 333 000

www.nhw.com.au"

Appoint 2 or more administrators to the page so that you can stay on-top of what page 'followers' are doing.

Delete negative comments that disparage the police, the justice system or criminals.

Do not 'name and shame' any individual by posting pictures, addresses, names, or other identifying information.

Be about the solution!