

Social Media Policy

1. Introduction

- 1.1 This Social Media Policy outlines AZYC's expectations of Workers, Chanichimot, Madrichimot and Bogrimot when using social media or making public comments online.
- 1.2 AZYC embraces the use of social media for the promotion, development and delivery of AZYC's services and is committed to ensuring that social media engagement connected with AZYC is lawful, professional and respectful.

2. Purpose

- 2.1 Social media is an important tool that AZYC uses to publicise its operations and solicit public support.
- 2.2 The purpose of this policy is to encourage Workers to generate appropriate social media content in connection with AZYC.
- 2.3 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of AZYC and that posts made through its social media channels do not damage the AZYC's reputation.

3. Scope

- 3.1 The Social media policy applies to all personnel, including; employees, youth movement leaders, shlichim (the Jewish Agency representative) and board and committee members involved with AZYC. Personnel, as defined above will be referred to as **our people and shlichim** throughout this policy.

This policy applies in all our operational environments and without fail wherever children and young people are participating in AZYC activities, programs, camps, services and facilities.

3.1 Social media includes, but is not limited to, engagement on:

- 1) Twitter
- 2) Facebook
- 3) Instagram
- 4) Pinterest
- 5) Google+
- 6) WordPress/Blogger
- 7) YouTube/Vimeo
- 8) iTunes/Podcasting
- 9) Snapchat
- 10) TikTok
- 11) Reddit
- 12) LinkedIn
- 13) Online chat forums/tools (e.g. WhatsApp, Messenger, WeChat, Viber)
- 14) and any other new forms of social media that may emerge from time to time

4. Values

- 4.1 AZYC's social media use shall be consistent with the following core values:
- A. **Integrity:** AZYC 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:** AZYC'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 AZYC using our online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
 - C. **Information Sharing:** AZYC 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 General:

1. The AZYC recognizes that platforms such as Facebook, Instagram, and twitter are incredibly important means of communication between madrichimot and chanichimot.

2. It is important that our people and shlichim are to recognize the risk in communicating with participants via internet chat rooms (or other online forums) or online instant messaging services. In recognizing these risks, our people and shlichim are should be sensitive and professional when they speak through these platforms.
3. it is appropriate to speak to chanichim/ot until 8 pm.
4. should not be discuss about inappropriate personal matters such as dating life, Sex life and romantic relationships

5.2 Bullying Through Social Media

AZYC recognizes that cyber bullying is a prevalent occurrence on social media and condemns any type of this bullying.

If a chanichol is found to be bullying another chanichol through one of the social media pages, a member of the movement's executive or shaliach should be notified. Bullying on social media is considered the same as bullying on a camp or activity and is not tolerated.

5.3 Facebook/Instagram

1. Madrichim Facebook Pages

Madrichimot are allowed to be friends with chanichimot on Facebook, however privacy settings must include:

- The chanichol not being able to view photos and posts
- The chanichol is not able to comment on Facebook and posts
- Chanichim cannot post on your page

It is recommended that you have a separate Facebook page so your chanichimot can specifically talk through that medium. For example: "Gabi Newman Habo."

Madrichim should not be posting on chanichimot pages, with the exception being for birthday wishes.

If the state or federal roshim deem a post/comment that you have posted on a chanich's inappropriate, they have the right to ask you to take it down. Furthermore potential disciplinary action can also be taken.

2. Younger Sibling and their Friends

Similar to that above, if a younger sibling attends your movement regularly, then it is expected that you follow the same rules above for their friends.

It is ok to have your sibling on Facebook.

3. Groups/Pages/Profiles

Groups/Pages such as “Betar Sydney Year 10” or “Hineni Melbourne” pages are a completely acceptable means of communication to chanichimot given that:

- A 1 members of committee or shaliach has granted permission for the set up of the official page, group or profile
- A 1 members of committee or shaliach has the ability to supervise the official page, group or profile
 - o le. They are admins of the page
- There is a leader responsible for the page that has the ability to monitor the content, whether posted by chanichimot, other our people and shlichim or third parties and remove any material that may be considered offensive or inappropriate.

5.4 Individual Messenger

Madrachim should try and not engage in personal messenger with chanichimot. However it is understood that chanichimot may ask questions through this means rather than in a group. If a chanichol posts something that is inappropriate, contact a member of committee or shaliach immediately.

If you are suspected of posting something to a chanichol that is inappropriate or offensive, the member of committee or shaliach may ask to see the conversation. Disciplinary action could be taken.

1. Twitter

Madrachim should be aware that chanichimot may follow you on twitter. Direct messages between a chanichol and a madrichol should not take place on this medium.

Be aware that chanichimol may see your posts, and hence a member of committee or shaliach may ask you to take a post down if it is offensive or inappropriate.

2. Snapchat

Chanichimot andmadrachimot should not add each other on Snapchat.

3. Whatsapp

Similarly to Facebook/Instagram Whatsapp groups are acceptable to communicate with chanichimot as a mass messaging method.

If a chanichol or madrichol posts something inappropriate or offensive, as it cannot be deleted from the group, that individual will be given a warning for their behavior. If a second post of a similar nature occurs, that chanichol will be removed from the Whatsapp group.

A member of committee or shaliach is required to be a member of the group. A madrichol **MUST** be admin (and not a chanichol).

6. Content guidelines

- 6.1 When engaging in Professional Social Media Use, AZYC expects that all the participant will:
- a) be professional and respectful
 - b) promote the best interests of AZYC
 - 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 AZYC has permission to use or that do not require permission to use
 - f) comply with AZYC's Privacy Policy.

- 6.2 When engaging in Personal and/or Professional Social Media Use, all participants must also ensure that they:
- a) refrain from conduct that has the potential to damage AZYC's reputation
 - b) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other participants in the youth movement of AZYC.
 - c) are mindful that their behaviour is bound by AZYC's Policies, Procedures and Code of Conduct.
 - d) make clear that any views expressed in Personal Social Media use are their own and not those of AZYC (However, this will not necessarily protect them from breaching the Policy).

7. Responsibilities

- 7.1 The "Sgan" will be the Social Media Manager and they will be responsible for the social media policy.
- 7.2 The Social Media Manager has responsibility for overseeing the organisation's Social Media Strategy. Their role includes:
- a) Determining which social media platforms are most appropriate for AZYC to engage in, and policing those boundaries
 - b) Ensuring that all posts are in keeping with AZYC's mission, core values, and policies
 - c) Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content), and to minimise the risk of a repeat incident
 - d) Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post
 - e) Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic
 - f) Developing a strategy for expanding our social media footprint over time



8. Related Documents

- 8.1 Code of conduct policy
- 8.2 Safeguarding Policy
- 8.3 Reporting Policy