

Social Media Policy

Introduction

This policy outlines the expectations Gran's Van has of its staff when using social media or making public comments online.

Gran's Van embraces the use of social media for the promotion and delivery of its services and is committed to ensuring that social media engagement connected with Gran's Van is legal, professional, and respectful.

In this policy, the term "staff" is intended to describe both employees and volunteers.

Purpose

Social media is an important tool that Gran's Van uses to publicise its operations and seek public support.

The purpose of this policy is to outline the organisation's expectations for appropriate conduct when using social media to ensure that posts do not damage its reputation.

Policy

What you should do when posting:

- **State that it is *your* opinion** – When commenting on Gran's Van or related matters, you must state that the views expressed are your own by adding the following disclaimer: *"The views expressed are my own and do not necessarily reflect those of Gran's Van."*
- **Protect yourself and others connected to you** – be careful about what personal information you share online.
- **Act responsibly and ethically** – when participating in online communities, do not misrepresent yourself by saying you are the "General Manager" when you are not. Do not disclose confidential information.
- **Treat others fairly and with respect** – Gran's Van will not tolerate any form of discrimination (including age, sex, race, gender, colour, religion, ethnicity, nationality, sexual orientation, disability, marital status or any other legally protected attributes).
- **Be polite and courteous.**
- **Credit Sources** – if you are reposting or borrowing content (e.g. an image from an external source) ensure you credit that source.
- **Exercise discretion with sensitive topics** – be careful discussing emotive topics e.g. politics and demonstrate respect for the opinion of others. Do not engage with negative comments.

Failure to adhere to the guidelines may result in disciplinary action.

Related Policy Documents

Media Relations Policy

Anti-Discrimination Policy

Code of Conduct

Version	1.0	Adopted	22/ 01 / 2025	Review	January 2026
---------	-----	---------	---------------	--------	--------------

References

Copyright Act 1968 (Cwlth)

Defamation Act 2005 (Tas)

Disability Discrimination Act 1992 (Cwlth)

Australian Human Rights Commission Act 1986 (Cwlth)

Racial Discrimination Act 1992 (Cwlth)

Privacy Act 1988 (Cwlth)

Version	1.0	Adopted	22/ 01 / 2025	Review	January 2026
----------------	-----	----------------	---------------	---------------	--------------