

PROCEDURE

Digital Communications and Social Media Guidelines for Parents and Carers

Required for Parent Folder - Y

1. Purpose / Objective

Open communication is valued by AEIOU Foundation (AEIOU), and the organisation values the opportunity of social media to act as a conduit between the organisation and families to share information, stories and experiences with our families and the wider community. AEIOU also respects each individual's right to join social networks to connect, network and share information, opinion and advice.

The purpose of this procedure is to empower individuals when engaging in online discussions about AEIOU or its service on AEIOU's official social media pages and centre-based private forums. To do so, this procedure outlines:

- Intended primary uses of AEIOU's social media pages
- Recommendations for individuals using social media with reference to official AEIOU, personal or other pages, and
- Consequences for behaviour that does not adhere to these guidelines.

Please note: Employees at AEIOU follow a specific internal social media policy.

2. Application / Scope

This procedure applies to all past or present families associated with AEIOU Foundation, including parents, carers and children.

3. Requirements for Performance

3.1 Roles and responsibilities

All individuals associated with AEIOU have a responsibility to adhere to these guidelines. Other responsibilities specific to roles are listed.

| Position | Responsibility |
|--|--|
| AEIOU Corporate Affairs Team | <ul style="list-style-type: none"> • Manage all content through AEIOU's official social media pages in line with these guidelines • Moderate inappropriate social media content involving AEIOU's official social media pages |
| AEIOU Operational Managers / Centre / Service Managers | <ul style="list-style-type: none"> • Notify the Corporate Affairs Team if any inappropriate references to the organisation on official, personal or other social media pages are observed or brought to their attention by any individual |
| All individuals | <ul style="list-style-type: none"> • Notify an AEIOU staff member if they observe any inappropriate references to the organisation on official, personal or other social media pages – with an accompanying screen grab for reference |

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3.2 Definitions

| Word or phrase | Definition |
|-------------------------------|--|
| AEIOU's official social media | Social media pages owned and managed by AEIOU Foundation, and managed by AEIOU's Corporate Affairs Team |
| Public social media pages | Social media pages that can be viewed by anyone who has access to the internet, and can be posted to on the respective platform by any person in the community who has a corresponding account |
| AEIOU's social community | An audience that includes any followers or fans of AEIOU's official social media |

3.3 AEIOU Foundation's social media

Approved AEIOU official social media platforms

AEIOU Foundation actively engages through public pages on the following social media platforms:

- Facebook
- Instagram
- LinkedIn
- Twitter, and
- YouTube.

The nature of AEIOU's official social media pages

The objective of AEIOU Foundation's presence on their official social media pages is to:

- Raise awareness about autism and early intervention
- Share research as relevant to AEIOU's social community
- Promote AEIOU Foundation as relevant
- Promote events and fundraising activities as relevant to AEIOU's social community
- Share AEIOU centre or AEIOU family news as relevant to AEIOU's social community
- Publicly recognise donors and supporters, and
- Act as a conduit between families, the community and the organisation.

Official AEIOU social media pages are not intended to act as a forum for ASD-related treatment, therapies and causation, or unilateral political or commercial matters.

3.4 General online social etiquette

Whether an individual engages on official AEIOU social media pages, personal social media pages or other online forums, AEIOU encourages all individuals to use social media responsibly, to recognise concerning online behaviour and to access the correct channels to rectify an issue or complaint.

A guiding principle when using social media is:

"If in doubt, don't post it."

General online social etiquette guidelines to consider include:

- Before posting, ask yourself: 'Why am I posting this?' 'Who can see it?' 'Is it compromising?' and 'What could the outcome be?'
- Be respectful and considerate of your community and the people you are communicating with or about. Everyone has different feelings and opinions, and it is important to respect this online.
- Be careful with humour and sarcasm. These can be easily misconstrued without the addition of body language, tone of voice and facial expressions.
- Choose your audience wisely and ensure you post private matters to a private few.

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- Take a moment to think before you publicly name someone or discuss a person you have had a negative experience with. It may reflect poorly on you and AEIOU as an organisation, and you may also risk defaming the person.
- Read the rules of conduct / community standards of a particular social media or online forum page. Every user has the right to have the same positive experience online. The services you're using use these guidelines to help guide and support you so that you know what will and won't be tolerated on their service. Read the guidelines, so you know the appropriate rules of posting and what to do if you need to report something you see on this service.
- Be forgiving. The online world can be very different from the offline world, so try to be understanding of others when they struggle with online communication. If you see something online that you don't think is appropriate, you can use reporting tools to flag it to the site's safety team.

3.5 AEIOU's Social Media Community Guidelines

AEIOU's Social Media Community Guidelines apply to all parents and carers—and official and unofficial pages—as they would for any other members of AEIOU's social community.

These Community Guidelines are as follows:

Privacy

As an organisation that is charged with protecting the safety and wellbeing of our children as part of our service, their privacy is our main priority. Please do not post any personal information which might identify either yourself or another person, child, family or staff member which is against the wishes of that person or their legal guardian.

Complaints or claims

Any reference to claims against a child or a staff member working with our children will be immediately removed from the page and you will be asked to make contact with us directly. If you have something important to discuss with us, please do so via the correct channels (e.g. with your Centre Manager, through Central Office or through [our confidential online Feedback, Complaints and Compliments form](#)).

Acceptable content

AEIOU accepts and encourages fair and appropriate content on this page, such as:

- Informed debate and discussion
- Courteous, respectful and supportive comments, and
- Freedom of expression and opinion.

Unacceptable content

AEIOU opposes and will not condone content on this page that is:

- Misleading or inaccurate
- Threatening or harassing
- Defamatory, disrespectful, rude or profane
- Discouraging to others who want to engage
- Repetitive content which is consistently off-topic or judged to be "trolling"
- Solicitations or advertisements
- Facilitating illegal activity, and/or
- Hate speech which directly attacks others based on their race, ethnicity, nationality, religious beliefs, sexual orientation, sex or gender identity, and/or disability or disease.

How we moderate

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As the administrators of AEIOU Foundation’s official Facebook page, AEIOU reserves the right to moderate and remove content we deem to be inappropriate or offensive. If we do so, we’ll make sure you are aware what has occurred. If we find ourselves removing your content in accordance with these Community Guidelines on a regular basis, we may be required to block you from our page for a period of time.

If you believe your content should not have been removed, please contact the AEIOU Communications Team at communications@aeiou.org.au.

3.6 AEIOU’s official social media pages

AEIOU’s official social media pages are managed by AEIOU’s Corporate Affairs Team.

AEIOU values the input, contributions and engagement of our parents and carers with our official social media pages. Parents, friends and community members are encouraged to post content on the site, and AEIOU enjoys hearing stories and anecdotes from families, along with helpful tips and information that might benefit other families.

Any enquiries should be made by private message to any of AEIOU’s official social media accounts and will be considered for posting on official social media.

3.6.1 Submitting content to be posted by AEIOU

Information and multimedia content regarding stories, events, news articles and social commentary that may be relevant to AEIOU’s social media community are welcomed from individuals. These content ideas can be submitted to AEIOU by private message to any of the official social media accounts and will be considered for posting on official social media.

AEIOU endeavours to ensure that the content (particularly the centres and children portrayed in social media posts) is balanced. However, not every content idea, photo or video that is submitted can be uploaded, nor can each child be featured on every occasion. AEIOU reserves the right to assess content supplied by individuals, taking into consideration time constraints, the ongoing Social Media Content Schedule and specific target audiences, and upholding the key purposes of the page.

3.6.2 Acceptable content for official posting

AEIOU **will** consider uploading the following types of information on official social media sites:

- AEIOU event information
- Photo and video libraries from AEIOU events and centres
- AEIOU and autism related news releases
- Autism related facts and general information, and
- Children’s milestones and case studies with relevant approval.

3.6.3 Inappropriate content for official posting

AEIOU **will not** upload content relating to the following (unless otherwise approved by management):

- External persons selling or promoting merchandise, treatments, therapy items or education
- Links to external donation campaigns or other not-for-profit organisations
- Photos or videos without prior approval
- Obscene or offensive material
- Political matters not directly related to the goals and values of the organisation and/or not of bipartisan, balanced and objective nature
- Confidential or proprietary information belonging to AEIOU that is not yet in the public domain, and
- Scientifically unproven, misleading and/or ill-informed information about causes and/or treatments for ASD.

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3.6.4 Posting official photographs and videos of children online

AEIOU regularly shares stories, photos and videos via its social media pages. Parents are asked to sign a Social Media Consent Form at the time of enrolment to indicate whether their child's image may be posted on social media. (AEIOU cannot stop other Facebook users from liking, or sharing this content; however, parents and carers should be aware that this may occur in some instances.

AEIOU has a responsibility to ensure that photographs represent the child appropriately, with reference to the learning or therapy outcomes in the program.

AEIOU cannot stop other Facebook users from liking, or sharing this content; however, parents and carers should be aware that this may occur.

3.7 Centre-based social media pages or groups (with reference to AEIOU)

3.7.1 Creating centre-based social media pages or groups

AEIOU recognises families often value the opportunity to engage with other parents and carers from their local centre, to develop relationships and to share tips and advice, or other news regarding forums, events or initiatives based in the centre.

AEIOU Foundation does not manage or administer any private pages or groups. Reflecting the right to privacy and personal information for families accessing the service, AEIOU recommends that these groups are made accessible to current families only, and therefore should not include families or individuals who are not yet enrolled in the centre or who have transitioned from the program. These centre-based pages should always remain respectful, and the page administrators are responsible for ensuring content is monitored and moderated.

AEIOU recommends that the page administrators ensure content is fair and appropriate by monitoring and/or moderating content that opposes AEIOU's Social Media Community Guidelines.

AEIOU also encourages the page administrators to:

- Notify the centre manager regarding any escalating issues, and
- Notify the person whose content has been deleted—or allowing the centre manager to do so.

3.7.2 Administering centre-based social media pages or groups

Historically, parents have indicated it can be onerous to act as the sole page administrator of a centre-based social media page or group for indefinite or ongoing periods of time. For this reason, the parent group should nominate two administrators each semester (i.e. biannually) and the responsibility will be shared. Past parents cannot moderate the site.

3.7.3 Complaints and grievances on centre-based social media pages or groups

It is understandable that parents and friends of any organisation will need to raise an issue or complaint from time to time. This also assists AEIOU in improving our service, systems and processes.

AEIOU has a Feedback, Complaints and Appeals policy (POL5.0) Feedback, Complaints Management and Resolution Policy, which families can access in centres, on AEIOU's website and in Enrolment Handbooks. This policy outlines how you can raise a concern, the correct channels for raising a concern and how AEIOU manages complaints.

Posting complaints and/or grievances on social media may lead to erosion of the facts, create unease among other users of the site, and affect the reputation of both the organisation and the individual

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involved. AEIOU encourages individuals to raise a concern through the correct channels to ensure a timely response to the issue.

3.8 Monitoring and moderation

All individuals should be aware that official social media pages are monitored by the Corporate Affairs Team daily to ensure content, discussions and other posts reflect AEIOU’s brand, values and purpose.

The Corporate Affairs Team reserves the right to moderate content and remove content that opposes these guidelines.

If the page administrator, or another parent or friend of AEIOU is made aware or observes content that reflects negatively on AEIOU, a staff member, or a family, AEIOU requests that the individual alerts their Centre Manager or AEIOU Central Office. The individual has the right to remain anonymous. Once AEIOU has been notified by the individual, AEIOU is then empowered to manage and resolve the situation promptly.

AEIOU will not take responsibility for content posted on an unofficial social media page; however, we will provide governance for any grievance or issue regarding unofficial content.

4. References / Information

4.1 Privacy, confidentiality and records requirements

Privacy –Rights related to privacy are set out in Commonwealth Privacy Act 1988, the Australian Privacy Principles and State and Territory Privacy laws. AEIOU Foundation’s views and responsibilities related to privacy are set out in AEIOU’s Privacy Policy (POL1.3).

Confidentiality – All content posted on official AEIOU social media pages must have the express approval of the primary parent or carer, as per the (F1.3B5) Consent to Photograph your Child, Consent to Display Photographs signed by families on enrolment with AEIOU, and must be supported by correct documentation as per the (F1.93A) Social Media Submissions Form signed by an approved centre staff member.

4.2 Related documents

| Doc Number | Title |
|------------|---|
| POL1.1 | Risk Management Policy |
| POL5.0 | Feedback, Complaints Management and Resolution Policy |
| PRO1.81 | Issues and Crises Communications (Media) Procedure |
| PRO1.91 | Media Procedure |
| PRO1.92 | Social Media Guidelines for Staff Members Procedure |
| F1.93A | Social Media Submission Form |
| PRO1.94 | Communications Procedure |
| POL1.3B | AEIOU - Privacy Notice Policy – Public Policy |
| F1.3B5 | QK Consent to Photograph your Child - Consent to Display Photographs Form |

5. Document Management and Review

The organisation shall review, amend and/or update this document from time to time. Document reviews are scheduled in accordance with document management and Quality Management System Policy and Continual Improvement processes.

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5.1 Document ownership and review

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| Approver | General Manger or Chief Executive Officer |
| Document owner | Corporate Affairs Manager |
| Content owner | Corporate Affairs Manager |
| Contributor/s | Marketing Coordinator – Corporate Affairs |
| Metadata | Social media, Online, Content, Photographs, Videos |

5.2 Document history

| Version | Revision detail / section | Date of issue |
|----------------|--|----------------------|
| 1 | New layout and numbering only from PRO2.10A | 29-Apr-2014 |
| 2 | Reviewed and updated | 10-Dec-2015 |
| 3 | New layout. Reviewed, edit and update of procedure. Reclassified number from 1.13 to 1.93 to align with new quality framework. | 09/10/2020 |

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