
Social Media - Procedures

These Procedures are to be read in line with the Social Media Policy

Procedures

The following principles apply to professional use of social media on behalf of MEYM as well as personal use of social media when referencing MEYM.

- Employees need to know and adhere to the MEYMs Code of Conduct, Employee Handbook, and other policies when using social media in reference to MEYM.
- Employees should be aware of the effect their actions may have on their images, as well as MEYMs reputation.
- Employees should be aware that MEYM may observe content and information made available by employees through social media. Employees should use their best judgment in posting material that is neither inappropriate nor harmful to MEYM its employees, children or families.
- Although not an exclusive list, some specific examples of prohibited social media conduct include posting commentary, content, or images that are defamatory, pornographic, proprietary, harassing, libelous, or that can create a hostile work environment.
- Employees are not to publish, post or release any information that is considered confidential or not public. If there are questions about what is considered confidential, employees should check with the General Managers.
- Social media networks, blogs and other types of online content sometimes generate press and media attention or legal questions. Employees should refer these inquiries to authorised MEYM spokespersons.
- If employees find or encounter a situation while using social media that threatens to become antagonistic, employees should disengage from the dialogue in a polite manner and seek the advice of the General Manager immediately.
- Employees should get appropriate permission before you refer to or post images of current or former employees, members, vendors or suppliers. Additionally, employees should get appropriate permission to use a third party's copyrights, copyrighted material, trademarks, service marks or other intellectual property.
- Social media use shouldn't interfere with employee's responsibilities at MEYM. MEYMs computer systems are to be used for business purposes only. When using MEYMs computer systems, use of social media for business purposes is allowed (ex: story park or other online communication tools for families), but personal use of social media networks or personal blogging of online content is discouraged and could result in disciplinary action.
- The publishing of any images or any information in relation to individual or groups of children online without the implicit authorisation of the parents is strictly prohibited.

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- The use of private group chats (ex. Whats app, facebook, messenger etc) may be used by employees for work purposes only . Any groups created need to be disclosed the Area Manager/and or General Manager . If this form of communication is in use or required the employee should seek approval by the General Manager. All Staff are encouraged to use the staff hub platform available on the MEYM website.
- Subject to applicable law, after-hours online activity that violates MEYMs Code of Conduct or any other organisational policy may subject an employee to disciplinary action or termination.
- If employees publish content after-hours that involves work or subjects associated with MEYM a disclaimer should be used, such as this: “The postings on this site are my own and may not represent MEYMs positions, strategies or opinions.”
- It is highly recommended that employees keep MEYM related social media accounts separate from personal accounts.
- It is highly recommended that staff do not accept friend requests or engage in dialogue on Social Media with current families or children currently using MEYM services.
- MEYM does not condone the use of any other email addresses other than the official approved MEYM platform. Any staff using other email addresses will be asked to delete these and only use the organisational addresses approved by Management. If this is not adhered to staff may be subjected to disciplinary action.