

SOCIAL MEDIA POLICY

Vision: Every Life Fully Lived

Mission: Supportive communities inspired by anthroposophy, which celebrate the diverse ways of being human

Values: Whakamana, Sustainability. Consistent with these values we will:

- Manage risk
- Promote Hohepa and the difference we make
- Reflect openness and integrity
- Uphold the dignity of the people within our community.

Approach:

Hohepa recognises social media's value as a tool to:

- complement other integral communication and marketing channels and tools.
- increase the visibility and effectiveness of Hohepa's initiatives and actions.
- reach and connect with online audiences.
- ensure a right-of-reply or response in online channels.

Definitions:

- **Social Media:** means websites and applications that enable users to create and share content or to participate in social networking.
- **Social Media Account:** refers to the use of a single social media channel such as Facebook or Twitter, used by Hohepa.
- **Social Media Register:** refers to a secure register of all Hohepa social media accounts, including information on management and security arrangements for each account. This is held and managed by the applicable General Manager.
- **Social Media Account Holder:** is a person who, in the course of their employment, is authorised to create a social media account and/or publishes, monitors, maintains and appropriately archives content.

Roles:

- **Our People** – (those that we support and those who support us) - will:
 - o Engage, be proactive and communicate with other in a way that demonstrates curiosity, courageousness, empathy, integrity and respect.
 - o Meet our standards and expectations.
- **Hohepa leaders will:**
 - o Set the direction and expectations for fundraising campaigns.
- **Manuhiri** - will respect our standards and expectations and support Hohepa's approach.

It is imperative that engagement with social media is done safely and appropriately in order to protect Hohepa's security and reputation:

1. All social media accounts and users must be authorised in writing by the relevant General Manager.
2. All social media accounts will use a password that limits access to selected account holders.
3. Passwords will be complex, long and must be frequently changed.
4. Staff with access to social media channels must have their access revoked before their offboarding process can be completed.
5. Each region will keep a secure Social Media Register of every social media account. This register will include information on management and security arrangements for each account.
6. Only Social media account holders can operate social media accounts on behalf of Hohepa.
7. Social media account holders should exercise judgement when liking, friending or following other accounts. Where appropriate, staff should use a disclaimer that following an account is not an endorsement of its content of the organisation.

Measures of the success of the policy:

- Social media accounts are monitored to ensure content and responses are appropriate and consistent with this policy.
- Social media accounts are only operated by staff listed in the Social Media Register.
- All new social media accounts established have followed the correct approval process.