

**ABORIGINAL HEALTH COUNCIL OF SOUTH AUSTRALIA LTD**

**COMMUNITY GUIDELINES FOR SOCIAL MEDIA**

<b>Version</b>	<b>Effective Date</b>
1.0	4 <sup>th</sup> March 2022

**1. Introduction**

- 1.1 The purpose of these guidelines is to provide clear guidance on the use of Social Media for communication purposes with the Aboriginal Health Council of South Australia Ltd (**AHCSA**).
- 1.2 Engagement with the community, staff or health workers using Social Media will be undertaken using the following official SA Health Social Media channels:
- 1.2.1 [AHCSA - Aboriginal Health Council of South Australia - Home | Facebook](#)
- 1.2.2 <https://www.linkedin.com/company/aboriginal-health-council-of-sa-ltd>
- 1.2.3 <https://www.instagram.com/ahcsa/>
- 1.3 **Social Media** is the term used for various internet-based applications which allow for user participation and refers to user-generated information, opinion and other Content shared over open digital networks. Social Media allows the creation and exchange of user-generated Content and enables individuals to communicate via the internet, sharing information and resources. Social media may include (but is not limited to) social networking sites (e.g. Facebook, LinkedIn) and video and photo sharing websites (e.g. TikTok, YouTube, Pinterest, Instagram), messaging platforms (SnapChat, Whatsapp, Messenger) other forums, discussion boards and groups and instant messaging.
- 1.4 By interacting with AHCSA or using AHCSA Social Media, you acknowledge that you have read and agree to these guidelines.
- 1.5 These guidelines complement AHCSA's Social Media Policy which governs what is expected by AHCSA Staff working for or representing AHCSA and governs acceptable use and non-acceptable use.

**2. Use of AHCSA's Social Media**

- 2.1 Whilst AHCSA welcome feedback, open discussion and the expression of honestly held opinions, any post, comment or other interaction made on AHCSA Social Media will be reviewed and are subject to these House Rules.
- 2.2 AHCSA's Moderation Team reserve the right to ignore, delete, remove or edit posts or content that do not adhere to these guidelines or for any other reason



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listed in these guidelines or required by law. Any decision we make on content is final, and we will not enter into debates about those decisions.

### 3. House Rules

#### 3.1 Be Respectful

AHCSA is a respectful and inclusive space. Whilst AHCSA acknowledge there will be differences of opinion and debate at times, AHCSA have a zero tolerance for bullying and harassment and will not tolerate personal attacks, bullying, harassment or any other threatening behaviour.

Any racist, ableist, sexist, intolerant, abusive, abhorrent or other inappropriate content will be removed immediately and your account may be suspended or deleted (where AHCSA has the ability to do so).

#### 3.2 Comments

AHCSA has legal obligations to make sure that it appropriately moderates AHCSA Social Media. That means we may turn off the ability to comment on posts when we don't have a moderation team available to perform this role.

#### 3.3 Privacy

If you post or use forms of AHCSA Social Media (for example Facebook) you should always assume that the information (and your identity) will be known to others using the same service.

We ask that you do not post personal information that you would not be comfortable sharing with a stranger including addresses, phone numbers, email addresses and dates of birth.

#### 3.4 Keep it legal

Do not post anything that is illegal in anyway including something that might infringe the copyright or intellectual property rights of others. This means defamatory posts will be immediately hidden or deleted, and encouraging someone to do something illegal will not be tolerated.

#### 3.5 Don't breach other community standards

Whilst AHCSA have their own community guidelines, when posting on other forms of AHCSA'S Social Media, please do not post or share anything which breaches other community standards including (but not limited to): [Community Standards | Facebook](#)

#### 3.6 Don't post false information

If any information posted on AHCSA's Social media appears to be false, incomplete or misleading to the community, we reserve the right to remove or correct the post, comment or content, and may also report any misinformation



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to the Social Media provider (eg Facebook or Instagram) or law enforcement agencies (where appropriate).

This includes any misinformation about COVID-19 and COVID-19 vaccines generally, or other medical misinformation that we deem to not be in accordance with generally accepted and peer reviewed research. Our decision on these matters will be final.

### **4. Roles and Responsibilities**

- 4.1 AHCSA have a Media Communications Coordinator who is responsible for managing content production and processes with AHCSA.
- 4.2 AHCSA also have a Moderator who is responsible for monitoring AHSCA Social Media and maintaining the integrity of content.

### **5. Breach**

If you have accidentally broken these guidelines, that's okay. You can let us know straight away by reporting your own post or emailing [ahcsa@ahcsa.org.au](mailto:ahcsa@ahcsa.org.au) or wait for a moderator to get in touch. We can always remove content and you can post it again.

### **6. Contact**

If you need assistance viewing or interpreting these guidelines, please get in touch with AHCSA by emailing [ahcsa@ahcsa.org.au](mailto:ahcsa@ahcsa.org.au) or calling (08) 8273 7200.