

Community Broadcasting Foundation

Social Media Policy and Procedures

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Advisory Committee	Audit Risk Management (ARM) Committee
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Introduction

The CBF's social media platforms provide greater opportunity to communicate directly with organisations and individuals involved in, and supportive of, community media in Australia.

We use social media to share information about our grants, latest news, grant impact and sector funding stories, sector news and information, other training and grant opportunities.

The CBF complies with any applicable laws and the conventions of good corporate citizenship in its use of social media. We seek to minimise our risk through the development of robust and documented systems to create and monitor high quality, relevant and responsible social media communications

Purpose

This policy clarifies the responsibilities, aims and objectives of CBF social media use. It applies to all CBF employees and volunteers, and any contractors whose work may involve them representing the CBF.

Policy

Only CBF staff will represent the Foundation in social media platforms.

CBF social media channels are managed by the Strategic Communications Manager (SCM) who develops and implements the social media content strategy, collates analytics and oversees publishing by other CBF staff members.

The SCM is responsible for monitoring and regularly reporting on social media activity to the CBF Board including key feedback trends, regular commentary, subscriber numbers, and web traffic outcomes.

The CBF uses the following social media platforms:

- Facebook (@CommunityBroadcastingFoundation)
- Linked In (<https://www.linkedin.com/company/community-broadcasting-foundation/>)
- Twitter (@CBFgrants)

The CBF also has a YouTube/Vimeo account (where videos are housed to facilitate sharing of content in other platforms. It is not used as a dissemination or engagement channel.

CBF social media channels are used to:

- distribute information about CBF grants and other funding opportunities
- increase communication between stakeholders and the CBF Support Team
- reflect the accountable and transparent nature of CBF processes
- encourage sector development through the sharing of relevant information about grant processes and outcomes, training opportunities, sector campaigns, partnerships and other opportunities for cooperation and collaboration
- provide an additional branding/promotional platform to reinforce the reputation of the CBF within the community media sector and beyond

- cultivate an open, respectful and encouraging environment in which to celebrate successful grant outcomes and disseminate relevant learnings for the benefit of all
- increase traffic to cbf.org.au as the central repository of information about CBF operations and activities
- circulate information that supports greater awareness and understanding of Australian community media.

Social Media Procedures

CBF social media channels may publish (but is not limited to) the following types of content:

- grant round opening and closing dates
- general reminders for grant rounds and reporting dates
- grant allocations
- successful projects and learnings from grant outcomes
- short video content addressing common questions and information
- short user generated video content promoting station stories and successes
- supporting sector campaigning and lobbying activities
- publicising other funding opportunities
- publicising other capacity-building opportunities, including training opportunities
- responses to questions or issues in a public setting
- CBF staff and volunteer positions when available
- profiles of CBF staff, volunteers and people in the sector
- other activities that support the current CBF organisational Strategic Plan.

CBF staff and volunteers must adhere to the following guidelines:

1. Only CBF staff will represent the Foundation in social media platforms. Staff behaviour online must align with that outlined in the CBF Employment Agreement and the *CBF Code of Conduct* (<https://cbf.org.au/learn/about/policy-constitution/code-of-conduct/>). It is expected that staff will make all reasonable efforts to ensure the accuracy of all content published. While the nature of social media is more informal than other forms of CBF communications, care should be taken to ensure tone of voice, language and style reflects what is outlined in the *Communications Strategy* and related documents.
2. Personal and CBF social media pages must be kept separate. Staff may not speak on behalf of the CBF in their personal social media channels. They must also be aware that regardless of privacy settings any information shared or opinions expressed on social media could potentially become public to a wider audience which could cause reputational damage to the CBF. Personal use of social media by CBF staff during working hours should be for CBF purposes only and kept to a minimum.
3. CBF volunteers may not speak on behalf of the Foundation in social media platforms. CBF volunteers are free to express personal ideas and opinions in CBF social media forums but must clearly identify their contributions as such. It is expected that CBF volunteers will act responsibly and with integrity. At all times, they must be aware of maintaining the reputation

of the Foundation as outlined in the CBF *Code of Conduct*. Volunteers may not respond to direct inquiries relating to CBF operations and activities, but must instead let the CBF Strategic Communications Manager know.

4. The confidentiality requirements outlined in the CBF Code of Conduct must be as strictly adhered to by all staff and volunteers in both official and personal social media platforms, as in all other environments.
5. All social media interactions should be in accordance with the *CBF Privacy Policy* (<https://cbf.org.au/privacy-policy/>). CBF staff and volunteers will not disclose or comment on personal information gleaned from their CBF work.
6. Materials shared on CBF social media pages should be credited to the original source wherever possible.
7. Content published on CBF social media pages should be relevant to CBF grants processes, outcomes and/or the maintenance and development of the community broadcasting sector, and align with activities outlined under the Policy section above. Reasonable efforts should be made to publish interesting and useful information to engage subscribers.
8. The Strategic Communications Manager will monitor CBF social media pages regularly during office hours and respond to enquiries and comments in a timely and professional manner. This will include the removal of any unlawful or inappropriate content at the first available opportunity and where necessary, reporting of anti-social behaviour to site administrators, and alert the Support Team, Executive Officer and CEO (where required).
9. Complaints received online via CBF social media pages will be dealt with as outlined in the *CBF Complaints Policy* (<https://cbf.org.au/learn/about/policy-constitution/complaints/>).

Implementation

Frequency

- Facebook posts: ideally once a day, and no more than twice a day during the working week
- LinkedIn: once a week
- Tweets: as needed

Timing

- Optimum timing for Facebook is weekdays between 3-4pm and 6-9 pm on weekdays, for Twitter Mondays to Thursday between 1-3pm and for LinkedIn in weekdays 8-10am and 5-6pm.
- The most important CBF information should be scheduled for Wednesday or Thursday wherever possible to optimise peak traffic periods.

Posting

- Wherever possible, posts should include a photo and relevant link. Information about similar themes should not be posted in succession.

Content

Content should include a rotation of different types of content including:

- Core CBF information to be scheduled as required:
 - CBF People – new staff members, volunteer profiles/stories, attendance at conferences, office visitors, station visits, meetings, photos of GAC and Board members, job and volunteer opportunities and other activities
 - Promotion – webinars, events, workshops, sharing publicity (magazine articles, podcasts), update reminders
 - Grants – information about the opening and closing of rounds, allocation announcements, reported outcomes, review participation and outcomes, impact stories
 - CBF resources – information, FAQs, articles, videos, etc, to help applicants apply

- Other information each category to appear less than once per month:
 - Sector information – new stations, CBAA news, other news
 - Sharing – resources, non-CBF grant opportunities, training opportunities, equipment information, station events, sector stories and successes, interesting articles or research about community media, journalism, best practice granting