



EFA Social Media Usage Guidelines 2019

EFA's activities on social media are intended to:

- influence direction of public discussion on issues relevant to EFA's mission.
- outline EFA's position on these issues.
- signal boost the messages of partner organisations, influencers supportive of our causes, etc.
- attract volunteers who can contribute to EFA, both passively through our actions, and proactively through calls for volunteers.

These guidelines apply to all individuals (volunteers or contractors) who create or contribute to blogs, wikis, social networks, virtual worlds, or any other kind of Social Media on behalf of EFA.

EFA expects that everyone who uses EFA social media accounts, or who acts as a spokesperson for EFA using their own personal social media accounts, to understand and to follow these simple but important guidelines. The overall goal of these guidelines is simple: to participate online in a respectful, relevant way that protects our reputation, and follows the letter and spirit of the law.

Guidelines for use of EFA social media accounts

1. Never represent yourself or EFA in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.
2. Post meaningful, respectful comments - try to avoid remarks that are off-topic or offensive to a broad audience. If using a meme, be sure to check before posting that the meme hasn't been co-opted by and/or associated with hate groups since the last time you used it.
3. Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private. Make sure your efforts to be transparent don't violate EFA's obligations to its members regarding privacy and confidentiality.
4. Be careful when retweeting/sharing/etc content from other social media users. For example, retweets are seen as endorsements today by many social media users. If it's

not a user who we are intending to signal boost (e.g. an influencer supporting our position), use a quote tweet to give commentary on the original tweet instead.

5. Feel free to provide your unique, individual perspectives on issues relating to your personal expertise. Before posting these using an EFA account however, consider if it would be more appropriate to post them on your own personal account, and have the EFA account retweet/share/etc your original message. If you do post a personal perspective using an EFA account, be transparent about that you're the person giving the statement/quote.
6. While EFA's social media activities may often involve disagreeing with others (e.g politicians), avoid letting the EFA account be dragged into protracted arguments. Where necessary, do not hesitate to block or mute antagonistic social media trolls.
7. If you need to say anything about other civil society bodies from EFA accounts, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
8. Please never comment on anything related to legal matters, litigation, or any parties EFA may be in litigation with. Never participate in Social Media when the topic being discussed may be considered a crisis situation for EFA, unless specifically directed to do so by the EFA board. Refer all Social Media activity around such topics to the EFA board.
9. Be smart about protecting yourself, your privacy, and EFA's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory. Never publish any potentially personally identifying information (including email addresses, signal numbers, etc).
10. Sometimes, other social media users may want to send us their personal information (e.g. a member wanting to check their account details, sending in an email as an identifier). Always direct any individuals to direct their enquiries to the EFA member admin email (ma.efa.org.au), or the EFA board, as appropriate.

Additional guidelines for use of personal social media accounts

1. Be transparent about your involvement with EFA. Your honesty will be noted in the Social Media environment. If you are writing about EFA, or about policy issues relevant to EFA, use your real name and be clear about your role with EFA. If you have a vested interest in what you are discussing, be the first to say so.
2. Be careful when retweeting/sharing/etc content from other social media users, particularly where the content of their tweet is at odds with EFA. For example, for all your bio may say otherwise, retweets are seen as endorsements today by many social media users. Use quote tweets in preference to make your opinion on the original tweet clear.

3. If you want to say anything about other civil society bodies, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.
4. Please never comment on anything related to legal matters, litigation, or any parties EFA may be in litigation with. Never participate in Social Media when the topic being discussed may be considered a crisis situation for EFA. Even anonymous comments may be traced back to you or to EFA. Refer all Social Media activity around crisis topics to the EFA board.