



# Social media guidelines

Social media such as Twitter, Facebook, YouTube, and blogging allow ALIA to engage with Members and the wider public quickly and effectively.

If you are at all uncertain about whether a post is suitable, please discuss it first with the Communications team – 02 6215 8222 or [media@alia.org.au](mailto:media@alia.org.au).

## Purpose

Our aim is to make ALIA communications informative and engaging for Members and the wider community. Posts and engagement online are in keeping with ALIA's public image as a respectful source of accurate information.

If you are responsible for communicating through an ALIA media channel, Group or account that has an ALIA branded logo or handle (ALIA National; Advisory Committees; Groups; State and Territory Managers etc), please follow these guidelines when posting and engaging on social media.

The guidelines will also be useful when you are posting on professional topics in a personal capacity and referencing ALIA in your post.

## Core values

ALIA branded social media use needs to be consistent with the following core values:

- Integrity – ALIA affiliated channels don't knowingly post incorrect, defamatory, biased or misleading information or breach copyright and privacy principles.
- Professionalism – ALIA's social media represents the organisation as a whole, and seeks to maintain a professional and uniform tone.
- Information sharing – ALIA encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and, is of interest to our members.

## Currency and engagement

- Branded social media platforms should have regular and consistent updates to remain engaging and current. As a guideline we suggest:
  - Facebook – two original posts a week
  - Twitter – one original tweet a day, excluding weekends.
- If insufficient content is available to keep a handle or page active on a regular basis, then consider using the main ALIA channels instead.
- These principles should also be considered before creating new pages or handles. For groups or pages with less regular content, your messages and events can be promoted through the

ALIA National accounts – you will reach a bigger audience and your message will have more impact.

- Information or promotion for organisations in direct competition with ALIA should not be shared through ALIA branded channels.

### Responsibilities

The ALIA Communications team oversees social media and helps develop a strategy in line with the organisation's aims. They liaise with all ALIA branded social media users to provide assistance and advice as required.

The Communications team has the ultimate responsibility for:

- Ensuring appropriate action is taken to correct or moderate inappropriate posts.
- Moderating and monitoring public response to social media, such as comments and replies, to remove offensive or inappropriate replies, caution offensive posters, avoid engagement with trolls, and to reply to any further requests for information generated by the post topic.
- Ensure that all ALIA branded social media channels follow the process outlined in this guide.

If you have a tweet or post that you would like shared through the ALIA National channels, please don't hesitate to send the Communications team a request to do so – [media@alia.org.au](mailto:media@alia.org.au).

### Posting to social media

When communicating events or information from the main ALIA National accounts, retweet or share rather than cutting and pasting as a new tweet or post. It can be misleading and prompt Members to ask questions of a group or committee administrator who may not have all the information, rather than the original organisers.

Before social media posts are made on any account branded by ALIA, users should ask themselves the following questions:

- Is the information that I am posting or reposting likely to be of interest to ALIA Members, stakeholders and followers?
- Is this information relevant to the audience following this specific group?
- Is the information in keeping with the interests of ALIA and its aims?
- Could the post be construed as unfairly biased towards or against an individual, organisation or project?
- If there is a link attached to the post, does the link work and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation ALIA would be happy to associate itself with?
- Is the tone and the content of the post in keeping with other posts made by ALIA? Does it maintain the organisation's overall voice?

- When choosing a hashtag for your event, check its prior use and other meanings it may have outside of your purpose.
- Pinned tweets and posts should be avoided, or updated very regularly.

### Revision

Guidelines effective June 2018, to be reviewed every two years.