

Social Media Policy – Twitter

Twitter Username: @EMCRForum

Purpose

To allow the EMCR Forum executive to engage with EMCR Forum members and other stakeholders on social media, specifically twitter.

Intent of social media use

- To extend our reach to EMCRs
- To interact with EMCR Forum members
- To increase the visibility of the EMCR Forum
- To share opportunities with EMCR Forum members
- To increase accessibility and availability of our information.

Our target audience is current EMCRs, future EMCRs and stakeholders who interact with EMCRs. Posts should be relevant and useful to our target audience.

Policy Application

This policy applies to all EMCR Forum executive members, and anyone else generating content for the EMCR Forum social media account. This policy does not apply to Executive member's personal use of social media where no reference is made to the EMCR Forum and/or such usage has no connection to the EMCR Forum or EMCR Forum-related matters.

Policy & guidelines

1. Management and moderation of the EMCR Forum's social media account is restricted to the nominated members of the EMCR Forum Executive. The establishment of new accounts or significant changes to the existing account should be undertaken only in consultation with the EMCR Policy Analyst and the Academy's Communication and Outreach Team.
2. Passwords should be changed when Executive members depart to prevent any unauthorised access. Do not change or share passwords without consulting the EMCR Policy Analyst. Do not allow access to EMCR social media account to anyone outside the EMCR Forum Executive.
3. Exercise caution when using both personal accounts and the @EMCRForum account on the same device. Care should be taken in order to avoid confusion or the posting of inappropriate and irrelevant material to @EMCRForum account in error.
4. Do not disclose proprietary information unless authorised to do so or unless it is already in the public domain.

5. Do not commit the EMCR Forum to any action or initiative without the appropriate authority.
6. Do not communicate anything that might damage the reputation of or compromise public confidence in the EMCR Forum or the Australian Academy of Science. For any sensitive issues consult the Academy's EMCR Policy Analyst and the Media and Communications Director prior to publishing content.
7. Do not post any material that would directly or indirectly defame, harass, discriminate against or bully anyone. Users should be aware of laws covering libel, defamation, privacy and the protection of intellectual property.
8. Use common sense and respect others in posts and discussions. If an Executive member disagrees with the opinion of another, they should keep responses appropriate and inoffensive, or refrain from responding. Behave with respect and courtesy.
9. Generally previous tweets should not be deleted. If you believe a tweet should be deleted please notify the EMCR Policy Analyst and the Academy's Communication and Outreach team and do so only following consultation and with their support.
10. Do not disclose other people's personal information or publish images owned by others without permission. Be aware that people may be readily identifiable even when names are not used.
11. All content should be credited to the owner or original source.
12. Posts and follows should remain non-partisan.
13. Reasonable steps should be taken to avoid conflicts of interest, or perceived conflicts of interest, for example posts should not be seen to unfairly promote a business or commercial interest.
14. To make sure our content is easy to understand for as many people as possible:
 - write in plain English (use words that our target audience understands)
 - share content that is relevant and of interest to a general EMCR audience
 - use best practice social media principles and respect diversity in the community
 - use correct grammar, spelling and punctuation where possible.
15. The account will also be used to release information about events, submissions and public statements that are of particular relevance to EMCRs. To make sure our information is relevant for our target audience we write content that:
 - provides answers to questions from our social media community
 - is timely and trending
 - is requested by our community
16. EMCR Forum Executive members shall be bound by the Academy's Code of Conduct including their use of the @EMCRForum account. Any breaches of this guideline will be dealt with according to that Code.
17. This policy is to be reviewed annually.

Disclaimer

The following disclaimer will be published on the EMCR Forum website.

Twitter Terms and Conditions

Content

The @EMCRForum Twitter account is maintained by members of the EMCR Forum Executive.

Content will generally relate to Australian Academy of Science or EMCR Forum publications, web content or media releases. The accounts will also be used to release information about events, submissions and public statements that are of particular relevance to EMCRs.

The EMCR Forum encourages constructive debate and engagement with our social media. However, if an account is seen to use profanity, intimidate, harass or spam our accounts moderators maintain the right to permanently block or ban users.

Following

If you follow us on Twitter we may follow you back. We may also follow other Twitter users who we think are relevant or interested in our work. Being followed by @EMCRForum does not indicate endorsement or preference for any person, organisation or position on specific topics/issues.

@ Replies and Direct Messages

The EMCR Forum appreciates receiving feedback and suggestions via Twitter and will maintain consistent monitoring of the accounts. However, we may not respond directly to individual messages.