Capricorn Conservation Council

Social Media Use Policy Version: 3 May 2025

Social-Media-Policy-CCC.pdf **Version 2 2024**

ACKNOWLEDGEMENT OF COUNTRY

We respectfully acknowledge the Traditional Owners of the land and waters which we conserve and protect—Darumbal Country and Woppaburra Country. We pay respect to Elders past, present, and emerging, for they hold the memories, the culture, and the dreams of the Aboriginal and Torres Strait Islander People.

INTRODUCTION

Social media provides the Capricorn Conservation Council (CCC) with the opportunity to engage in ongoing conversations with its diverse stakeholder base. It allows CCC to connect with the community, improve our understanding of current attitudes and issues, and share conservation activities and programs.

CCC supports employees' and volunteers' participation in social media as a complement to traditional communication channels (e.g. web, print, radio, television).

DEFINITION

Social Media includes websites and applications that enable users to create and share content or to participate in social networking. Examples include Facebook, Instagram, LinkedIn, Twitter/X, and YouTube. CCC maintains an active Facebook page.

SCOPE OF SOCIAL MEDIA USE

This policy applies to all staff, contractors, authorised social media managers, and committee members of CCC. It applies to the following:

- Creating or administering a social media presence as an authorised CCC representative;
- Publishing messages, responding to comments, and uploading content to official CCC or third-party channels;
- Making reference to CCC in a private social media capacity;
- Participating in discussions directly or indirectly related to CCC's environmental work.

PRINCIPLES OF CONDUCT

All content posted on social media sites becomes public information and may be permanent. Staff must uphold professional conduct consistent with CCC's Code of Conduct:

- Be honest, polite, and considerate.
- Remain apolitical and impartial when representing CCC.
- Uphold CCC values.
- Avoid actions that may bring CCC into disrepute.
- Exercise caution and adopt a risk-minimisation approach.

PRIVATE USE OF SOCIAL MEDIA

Staff and committee members engaging in social media privately must:

- Exercise sound judgement consistent with CCC values.
- Clearly distinguish personal opinions from CCC's official position.
- Use personal social media accounts and email addresses.
- Not disclose confidential CCC information.
- Seek advice from the President on any concerns.

AUTHORISED SOCIAL MEDIA MANAGERS

Staff/volunteers must be ratified by the CCC Management Committee to become Authorised Social Media Managers. Their role includes:

- Creating official CCC social media accounts with Committee approval.
- Managing access and administrative actions (e.g., blocks).
- Creating and curating content aligned with strategic objectives.
- Reporting engagement performance to the Committee.

OFFICIAL USE OF SOCIAL MEDIA

Authorised use requires:

- Prior Coordinator and CCC Committee approval.
- Disclosure of staff identity and role.
- Strict separation of personal and professional commentary.
- Compliance with CCC policies and strategic goals.
- Notification to the President of media contact.

ROLE OF THE COORDINATOR (EXECUTIVE OFFICER)

- Oversee day-to-day implementation of CCC's social media strategy.
- Approve content drafts prior to posting by authorised social media managers.

- Ensure that all social media content aligns with CCC's policies, Strategic Plan, and AI Use Policy.
- Manage access credentials to social media accounts and coordinate transitions.
- Provide support and informal training to staff and volunteers responsible for communications.
- Report monthly to the Management Committee on performance, risks, and highlights of social media activity.

ROLE OF THE PRESIDENT

- Provide additional governance and leadership training on communications.
- Support oversight where risks are escalated by the Coordinator.
- Serve as a public-facing representative when necessary for media or formal communication.
- Endorse and support the Coordinator's decisions on compliance, policy, and strategy execution.
- Monitor engagement and address issues.
- Maintain oversight of content accuracy and permissions.
- Approve or remove access for social media managers.

ROLE OF THE CCC MANAGEMENT COMMITTEE

- Ratify authorised social media managers.
- Approve platform creation and account deactivation.
- Maintain the register of official CCC social media accounts.
- Provide strategic guidance for content.

INTEGRATION OF AI POLICY INTO SOCIAL MEDIA USE

(Aligned with Coordinator Manual Section 3 & 7; Delegations Register Sections 4 & 6) CCC recognises the growing role of Artificial Intelligence (AI) tools in communication. All CCC social media managers must adhere to the **CCC Artificial Intelligence Use Policy (Draft April 2025)**. This aligns with the Coordinator's responsibility to ensure policy implementation, compliance with ethical standards, and accurate public communication as outlined in the Coordinator (Executive Officer) Manual. Oversight responsibilities are delegated per the CCC Delegations Register to ensure legal and regulatory compliance.

Summary of key AI conditions for CCC communications:

- **Disclosure**: AI use in any posts, statements, or captions must be clearly noted (e.g., "This content was generated in part with AI assistance").
- **Referencing**: All claims or scientific statements made with AI must include reliable citations and links.
- **Image Use**: CCC prohibits AI-generated images to prevent creative copyright breaches.
- **Ethical Standards**: All AI use must align with Australia's AI Ethics Principles (https://www.industry.gov.au/publications/australias-artificial-intelligence-ethics-principles/australias-ai-ethics-principles).
- **Accountability**: Final content approval must be carried out by a human authorised social media manager.

These standards are consistent with CCC's core principles of transparency, environmental advocacy, and community trust.

TIKTOK USE POLICY

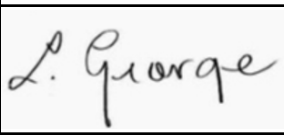
(Aligned with Coordinator Manual Section 3; Delegations Register Section 4) In alignment with the **Queensland Government TikTok Application Policy**, CCC maintains a cautious approach to TikTok. The Coordinator is responsible for ensuring digital systems and public engagement tools align with CCC's values and risk protocols, as outlined in both the Coordinator Manual and Delegations Register.

Conditions for TikTok use:

- TikTok may only be used on private personal devices, not on CCC-managed or funded systems.
- No CCC official or staff member is permitted to post on or manage a CCC-branded TikTok account.
- TikTok must not be used for internal communication or any sensitive environmental advocacy content.
- TikTok may be used by individuals for personal advocacy or networking, provided it does not contradict CCC's values or policies.

Any changes to this position must be ratified by the CCC Management Committee and assessed in line with information security and risk management requirements.

AUTHORISATION

	AUTHORISATION:	
	This version was approved on:	2/05/2025
	This version takes effect on:	2/05/2025
	Authorised by:	CCC Management Committee
	Chair:	Loretta George
	Chair signature:	

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