

## Information for BusNSW Staff and Members

14 August 2020

The NSW Bus and Coach Association (BusNSW) supports the use of social media platforms and emerging technologies for growing and promoting business. We also recognise the growing popularity and use of social media for personal use in society. However, it is important that staff and members who use social media understand their obligations, particularly when the online communication is about BusNSW, its staff, members or other stakeholders.

### Purpose and Application

This Social Media Policy has been developed to provide guidance on the appropriate use of social media. It applies to staff (including contractors) and members at BusNSW. "Social Media" refers to online platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok and web-blogs which allow user participation and publishing.

### Use of Social Media

BusNSW maintains a website, Facebook page, Twitter account and LinkedIn account. Our interest in participating in social media is to communicate with members and stakeholders, and to develop and enhance relationships. We encourage the use of social media, provided participants abide by the following guidelines.

### Guidelines

Staff and members who use social media should adhere to the following guidelines:

- Remember that you represent BusNSW. Your conduct should be consistent with BusNSW's mission, purpose, and values.
- Employees should continue to follow the guidelines on employee conduct found in induction materials and other documents.
- You are personally responsible for the content you post on any social media platform. Remember that what you post often can be viewed by both personal and professional contacts. Post responsibly and protect your and BusNSW's privacy.
- If you publish content related to BusNSW on any social media platform, identify yourself and use a disclaimer such as, "The views in this post are my own and not necessarily those of BusNSW."
- Do not publish any confidential or proprietary information on a social media platform, unless authorised by the BusNSW Executive Director.

- Do not discuss information related to other staff, members or stakeholders (e.g. Transport for NSW) without their approval. Link back to the original source whenever possible.
- Be aware of and respect copyright, fair use, and financial disclosure laws.
- Contribute to the knowledge pool. Whenever possible, post content that adds value to members and stakeholders.
- Do not let social media activities interfere with your duties.
- Initial postings on BusNSW's social media pages/accounts should only be done by persons authorised and after content is approved by the BusNSW Executive Director.

### **Further Information:**

If you have any questions regarding this policy, please contact BusNSW on 02 8839 9500 or email [info@busnsw.com.au](mailto:info@busnsw.com.au).