



THE SCHOOL LIBRARY ASSOCIATION OF  
NEW ZEALAND AOTEAROA  
TE PUNA WHARE MĀTAURANGA A KURA

# Social Media

## *Purpose*

SLANZA respects the right of all individuals and members to use social media. The following guidelines apply to how SLANZA may be referred to by employees or volunteers in social media posting and is applicable regardless of where and when the person posts or communicates online.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against an individual and SLANZA. It may also cause embarrassment to us and to our members.

This policy covers all individuals working or volunteering at SLANZA.

## *Policy*

1. Only those people officially designated by the SLANZA Board can use social media to speak on behalf of SLANZA in an official capacity. Only authorised persons are permitted to post material on a social media website in SLANZA name and on our behalf.
2. Any person using social media is **personally responsible** for the content published by them on any form of user-generated media. SLANZA trusts and expects workers and volunteers to exercise personal responsibility whenever they use social media. In any personal post, the person is expected to always write in the first person, identify who they are and what their role is, and use the following disclaimer “The views expressed are my own and do not reflect the views of my employer”.
3. Members are not to use social media for covert advocacy, marketing or public relations on behalf of SLANZA or to do anything that may harm the goodwill or reputation of SLANZA.
4. Members are permitted and encouraged to promote events and activities for SLANZA through their personal social media.
5. If an employee or member sees misrepresentations made about SLANZA by media, analyst, bloggers or other social media users, workers should alert the SLANZA President or authorised person of the messages. Individuals should not use their personal blog or social networking account to negate the messages.
6. Employees and members are not to post confidential information on SLANZA’s activities. This includes financial information, legal matters, internal strategies, campaign benchmarks, unreleased advertising or promotions, internal processes, circulating rumours, or colleague’s or client’s personal information.
7. Employees are responsible for making sure that their online activities do not interfere with their ability to fulfil their job requirements.
8. Employees are reminded that once information is published online, it is essentially part of a permanent record, even if removed or deleted later or an attempt made to make it anonymous.

9. All employees and members are expected to comply with this policy at all times to protect the privacy, confidentiality, and interests of SLANZA and our services, employees, members and other stakeholders. Breach of this policy may be dealt with under a disciplinary process.