

Social Media Policy

It is the policy of Tribe FM that the use of Social Media be for the purpose promoting the positive aspects of Tribe FM and our community.

In essence the nature of Facebook as a social media leader by numbers of users and the use of terminology such as "Friends" should focus on the positive aspects of Friendship and understand that the intention of social media is to promote Friendship, understanding and trading of information rather than be used as a weapon.

This policy is intended to clarify Tribe FM's approach to the use of social media within the context of:

- Tribe FM operations,
- Representation of Tribe FM,
- Program association with Tribe FM,
- Member relationship with Tribe FM, and
- Member association with Tribe FM.

This policy applies to all members working with and associated with Tribe FM who use a social media platform in a professional, volunteer, or personal capacity.

It is recognised that Tribe FM offers members the opportunity to present programs to the Onkaparinga Community and though out Australia via its streaming services. In doing so those members represent Community Radio in Australia, South Australia and Tribe FM Incorporated. Those members can also benefit by increasing their own profile using Tribe FM as a media stepping stone via its audio, and social media platforms.

In providing this platform the presenter will need to consider any reflection on the other members of Tribe FM incorporated and the brand of Community Radio and the Australian Community in general providing a balanced view

Promoting the following:

- That in all station associated activities and our behaviour we will oppose and break down prejudice on the basis of ethnicity, race, language, gender, sexuality, age, physical or mental ability, occupation, religious, cultural or political beliefs.

and avoid the following:

- Material that is likely to stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation.

The above requirements are not intended to prevent the use of the material which is factual, or the expression of genuinely held opinion in a news or current affairs program or in the legitimate context of a humorous, satirical or dramatic work.

In this context common sense and natural justice should prevail with a level of compassion and sensitivity towards others. One view could be that over sharing an opinion related to the above topics when not requested for that opinion could be taken in offense. Sensitivity towards another's view would assist.

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Tribe FM members will:

- be held accountable for their actions inside and outside of Tribe FM where their actions have a negative impact on the wellbeing of Tribe FM members and the reputation of Tribe FM.
- maintain a positive online presence and preserve their online identity.
- ensure all material published is respectful of all individuals, Tribe FM, and our community.
- ensure that published material does not contain inappropriate, offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, or is otherwise unlawful. In line with the CBAA codes of practice.
- ensure that all content published is accurate and not misleading.
- ensure all information posted or commented upon is appropriate to the individual's area of expertise and authority and does not breach any commercial or third-party personal confidentiality guidelines.

Examples of Inappropriate Content in Social Media

- As a guide inappropriate content may include, but is not limited to:
 - Pornographic material/ images.
 - Abusive, offensive language or threats.
 - Bullying, harassing, libellous or defamatory comments.
 - Offensive comments regarding race, religion, sexual orientation, physical characteristics, gender, ability, disability and economic status.
 - Personal and/or cultural attacks or insults.
 - Content that promotes hate of any kind.
 - Unauthorised copyright material.
 - Impersonating by using another person's online profile to access social networking or creating an alias.
 - Content that is detrimental in any way.
 - Any content which is damaging to the reputation of Tribe FM Incorporated.

If there is a question to be answered regarding a Tribe FM policy the member can email board@tribefm.org.au at which point the Board will arrange a response based on a whole of station strategic view.

- 1. It should be acknowledged that Tribe FM may take disciplinary action on breach of this policy.**
- 2. Disciplinary action against the member may include termination of membership of Tribe FM Incorporated.**

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** Form to be sent to board@tribefm.org.au

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