

Social Media Policy



What does this policy cover?

This policy covers the use of Homebirth New South Wales (HBNSW) social media profiles on all used platforms and email. Use of social media by Homebirth Access Sydney volunteers in their personal profiles is outside the scope of this policy. This policy also outlines how best to respond to enquiries via social media and email channels and assists our organisation to release only true, accurate and consistent information while maintaining good internal communication.

HBNSW Social Media Profiles

Homebirth NSW has profiles on Facebook and Instagram as at August 2018. All social media profiles should have and maintain at least two administrators/moderators, including the, “Social Media Coordinator” and at least one other committee member.

What do we post?

HBNSW social media profiles are only to be used to promote messages relating to Homebirth, pregnancy and topics relating to our paid sponsors. All of our messaging must be in alignment with the mission and values of HBNSW (protecting and promoting homebirth). Some topics are better avoided as they are likely to cause much controversy and are on the peripheral of our scope of interest.

Our voice

- Stick to the facts – make sure the things we publish are from good sources and ensure that what you share is factual, correct and in alignment with our mission
- Be honest about who is posting by signing off with your name at the end of messages and posts

Example Acceptable Topics

- Homebirth Stories
- Articles relating to homebirth
- Articles relating to maternity care in Australia
- Studies from scientific journals relating to pregnancy and birth
- Activism and campaigns related to pregnancy and birth
- Sharing pages and advertisements of those businesses advertising with HBNSW (this includes committee members, but please don't repeatedly share these ads)
- Website pages, HBNSW events and fundraisers

Example Topics to Avoid

- Vaccination
- Specifically attacking a medical professional using their name and/or their workplace
- Medical advice – We do not provide specific medical advice, though responding to say, “You can get a second opinion from another midwife/doctor” is OK.

IF IN DOUBT, LEAVE IT OUT!

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Responding to Complaints and Controversy

- Do not delete negative comments unless they contain hateful language (swearing/ racism etc)
- Respond kindly – apologise if we have made an error – give explanation or ask questions to better understand the complaint.
- If you edit a post, include notification of this. E.g. “Edited to add:” or “ETA:”
- Get help – if you spot a controversial comment and you are unsure how to respond – please use the HBNSW and Birthings Secret Facebook Group to ask for help.
- Use your name or at least your initials when responding to comments and always use your full name when responding to messages.

Etiquette

- Be mindful that social media is not private or ‘safe’; only share information you are willing to have shared publicly on social media
- No offensive or inflammatory language/statements. No emotionally charged language/statements directed at a certain group or individual
- Ensure that anything released on our social media profiles is not ‘stolen’ (i.e. always give credit to the artist or photographer by tagging their business or name)
- Avoid copyright and legal issues by refraining from the use of other organisation logos and business material. No plagiarism – always refer to the original contributor.
- If something is called out as copyright or plagiarism, thank the notifier and remove it.
- ‘Play the ball not the person’, that is, discuss the situation (the inanimate) rather than point the finger (the person).
- Do not embarrass or criticise individuals or providers publicly on social media. If there is something that needs to be discussed directly, message the person/business directly from your personal account and identify yourself as from HBNSW. Do not bully or harass the person if they do not answer, just message once and write, “I’ve messaged you privately,” on the post.
- Do not use screenshots from private groups or messages on social media. Ask for permission before sharing conversation details from private messages or groups.

Consider Your Audience

While we are a homebirth organisation specifically involved in protecting and promoting homebirth, it is wise not to drive those interested, curious or considering homebirth away. Accordingly, do not post directly negative information or inflammatory content about hospitals or hospital births.

Personal Details and Privacy

- Homebirth NSW must maintain the privacy of their membership and committee. As such, we do not share personal or private information or images on our social media profiles without prior agreement, and if information like this is shared, it should always have, “Shared with permission” at the bottom of the post.

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- When responding to messages on social media, maintain the senders privacy. If a question is to be redirected to another individual or committee, do so with as much privacy and speed as possible.

Emails

- For HBNSW business, always use a organisation email (i.e. those ending in @homebirthnsw.org.au). If you don't have access, ask for it!

HBNSW recommends using these conventions when emailing:

To:	The individual or individuals to receive your message
CC: (carbon copy)	People who don't need to respond, but are sent for their information
BCC: (blind CC)	People to see message but their address can't be seen by others
Subject:	Concise, meaningful title, following above guidelines
Body of message:	Clear, concise text with important information highlighted or bold

- When replying be careful about, "Reply to sender" and make sure you are sending only to the required individual/people.
- Don't change the subject line when responding; new subject=new email.
- Please include an email signature (full name and position) in all emails. Use the HBNSW logo (access on our GDrive). To edit your email signature, go to your email and click the settings cog (top right) > Settings > General tab > Signature
- Maintain social media guidelines in all communications from the organisation

Where to direct enquiries/emails

When responding to emails or enquiries about particular things, please follow the below email list or check in the pinned post in our HBNSW & Birthings secret group for current committee members who are volunteering for that role.

Advertising and marketing information/requests	marketing@homebirthnsw.org.au
Invitations for blogging, or information for blog	media@homebirthnsw.org.au
Responses to any newsletters	media@homebirthnsw.org.au
Birth stories/articles to share with Birthings	Editor@homebirthnsw.org.au
Birth stories/articles to share on social media	Forward to social media coordinator
Seeking membership or midwives	memberships@homebirthnsw.org.au
Organisation queries or speaking with media	president@homebirthnsw.org.au
Questions about campaigns/advocacy	campaigns@homebirthnsw.org.au

All media-based enquiries will be referred to our communications or advocacy coordinators or committee president to ensure consistent, concise information is being provided. All media contact should be returned promptly (<24 hrs) and should remain professional and positive. HBNSW will only communicate evidence-based, up to date information to the best of our abilities. If you can't answer a question, it's OK to say, "I don't know."