SOCIAL MEDIA POLICY

Policy Category: Communications	**Version: Four**
Drafted By: M. Smith, revised by M. Graetz	**Approved by Board on: 19 February 2026**
Responsible Person: OFI Board Chair	**Scheduled Review Date: 19 February 2028**

Introduction

Social media platforms offer not-for-profit organisations powerful tools to engage their communities and the public. These platforms allow One Foundation International (OFI) to connect, inform and inspire more dynamically.

However, the evolving nature of these platforms means it is essential to establish boundaries and practices to protect our public image.

Purpose

OFI may engage in social media through platforms such as:

- Facebook
- Instagram
- X (formerly Twitter)
- YouTube/Vimeo
- Word Press or other blogging platforms
- Podcast platforms (e.g. Spotify, Apple Podcasts)

OFI encourages responsible sharing of content by staff and volunteers and values the expertise of team members in contributing to appropriate and mission-aligned content. All content must reflect OFI's values and should not harm OFI's reputation.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at least every two years or earlier if needed.

Policy

OFI's social media practices are guided by the following core values:

- **Integrity**: OFI will never knowingly post false, defamatory or misleading content about its own work, the work of other organisations, or individuals. All content must comply with OFI's Privacy policies.
- **Professionalism**: All communication must reflect OFI as a unified and professional entity.
- **Information sharing**: OFI encourages the sharing and reposting of accurate and relevant information that supports its mission and serves its audience.

OFI aims to grow its social media presence to engage with current and potential supporters, while maintaining a professional tone that safeguards OFI's reputation.

Responsibilities

The Administration Manager will coordinate OFI's social media presence.

Staff and volunteers may post on OFI's official social media profiles when appropriate and only with the express knowledge and authorisation of the Administration Manager. All such activity must align with OFI's communication strategy and uphold OFI's values and reputation.

The Administration Manager is responsible for:

- Ensuring alignment with this policy in all posts.
- Ensuring that prompt corrective action is taken to amend or remove inappropriate, defamatory and/or illegal content, and to minimise the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any affected individuals or organisations.
- Monitoring and moderating public interactions on social media, such as blog comments and Facebook replies, to prevent trolling, spam, or offensive content; removing inappropriate responses as needed; issuing warnings where appropriate; and responding to any relevant enquiries prompted by the post.

Maintaining a balance between encouraging open dialogue and ensuring a professional and respectful online presence is essential.

Processes

Posting to OFI social media

Before posting on social media, volunteers and staff should consider these questions:

- Is the information likely to interest OFI's members and stakeholders?
- Does it align with OFI's mission and aims?
- Could it be perceived as an attack on another individual, organisation, or project?
- Would OFI's donors feel comfortable reading it?
- If including a link, does it work, and is the linked content reliable and appropriate?
- If reposting content, is the original poster an individual or organisation that OFI would want to associate with?
- Do the tone and content match OFI's usual style and uphold its professional image?

If there is any uncertainty about whether a post is appropriate, do not publish it until it has been discussed with the Administration Manager. Taking a moment to check can prevent significant issues for OFI in the future.

Use of personal social media
Staff and volunteers must not represent their personal views as those of OFI on personal social media. When referring to OFI, they must clearly state that any views expressed are their own. Personal posts should not give the impression of speaking on behalf of OFI unless explicitly authorised.

Consent for media content
Any media featuring individuals, especially children or vulnerable persons, must have appropriate written consent prior to posting, in accordance with OFI's Privacy Policy.

Damage limitation
In the event that a damaging or misleading post is made, the Administration Manager must be notified immediately. The following actions are required:

- The post must be removed without delay.
- Where necessary, an apology must be issued, either publicly or directly to the individual or organisation involved.
- The source and cause of the post must be investigated, and appropriate steps must be taken to ensure a similar incident does not occur in the future.

Moderating social media
Protecting OFI's reputation is paramount, and this includes maintaining a safe and respectful environment for all members and stakeholders.

From time to time, social media forums may attract trolls, spammers, or individuals who post aggressive or inappropriate content targeting others or OFI itself. Such posts must be moderated to ensure a positive environment for all users.

Freedom of speech is encouraged; however, posts containing any of the following require immediate action:

- Excessive or inappropriate swearing
- Defamatory, slanderous, or aggressive attacks against OFI, individuals, organisations, projects, or public figures
- Breaches of copyright where material is not used within reasonable use, is not in the public domain, or is not covered by a Creative Commons licence
- Breaches of data protection or privacy laws
- Repetitive advertising
- Topics unrelated to OFI's interests and stakeholders, with no context of legitimate discussion or enquiry

If such a post appears once:

- The post must be removed as soon as possible
- Where appropriate, the poster should be contacted privately to explain why the post was removed, referring to OFI's posting guidelines

If a poster continues to share inappropriate content, or if the post is spam:

- The post must be removed as soon as possible
- The poster must be banned or blocked to prevent further breaches

Banning and blocking are to be used as a last resort, only when it is clear the individual intends to continue posting inappropriate content. However, when necessary, these actions must be taken swiftly to protect the wellbeing of other social media users.

The authority to remove posts, block, or ban users lies with the Administration Manager, who may delegate this responsibility to designated staff or volunteers at their discretion.

Crisis response protocol
In the event of a major issue or public backlash, the Board Chair will coordinate any public or media responses. No other staff or volunteers are authorised to respond on behalf of OFI unless expressly approved.

Review

This Policy will be reviewed at least every two years, or earlier where required due to changes in legislation, ACNC requirements, social media platforms, or organisational need. Any amendments must be approved by the Board.

Related Documents

- Privacy Policy

AUTHORISATION



Michael Chant
Board Chair

Date: 19 February 2026