



RAMJO
Riverina & Murray Joint Organisation

Social Media Policy

February 2024

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Policy #	Adoption Date	Effective Date
1	23 February 2024	23 February 2024

Revision History

Version	Adoption Date	Authorised by	Approved by	Revision Date
1	23 February 2024	Executive Officer	RAMJO Board	November 2025

Social Media Policy

1 Objectives

To provide direction to employees and Board members while informing the community, regarding the use of social media by RAMJO

2 Background

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. It introduces substantial and pervasive changes to communication between organisations, communities and individuals.

Social media has rapidly shifted the way we communicate key advocacy messages, interact with key stakeholders and also plays a role in Human Resource Management and the recruitment process. Key to this policy is the fact comments published or broadcast via social media, are in the public realm and remain there forever. When utilised purposefully and with adequate planning, RAMJO believes this mode of interaction can support better outcomes for both the region's advocacy and operational objectives.

For these reasons and as advised generally by Fair Work Australia¹, RAMJO chooses to develop and maintain a social media policy.

This policy provides parameters that direct employees, Board members, service providers and sub-contractors regarding social media use in their professional capacity in the workplace and when representing RAMJO. Advice is also provided to inform employees of the risks associated with social media when used in a personal capacity.

3 Policy

3.1 Responsibilities – Employees and Board Members

The following policy **directs** all RAMJO employees, contractors and the Board members when they are acting in their professional capacity. This policy should be read in conjunction with RAMJO's Codes of Conduct and consider the following:

1. the law must be followed,
2. respective Council Codes of Conduct must be followed, including in digital environments,
3. personal online activities should not interfere with work performance,
4. RAMJO is a transparent and accountable organisation,
5. confidentiality should be maintained and
6. RAMJO representatives are polite and respectful.

¹ Fair Work Australia Decision, *Corry v Australian Council of Trade Unions T/A ACTU* [2022] FWC 288

3.2 Responsibilities - Executive Officer

The RAMJO Executive Officer is responsible for the implementation of this policy and the provision of relevant facilities to assist its implementation.

3.3 Policy Advice

RAMJO respects the private life of its staff and Board members. However, given social media is a public platform and RAMJO has an advocacy agenda that can be put at risk, policy **advice** is provided to staff and Board members regarding their personal use of social media where it has a clear and close connection to RAMJO.

RAMJO advises that:

1. promotion of the advocacy agenda of RAMJO is welcomed,
2. promotion of RAMJO member operational support is welcomed and
3. care should be taken when referring to RAMJO that commentary reflects well on the organisation.

END OF POLICY