

# Social Media Monitoring Plan

## Use of Social Media Platforms

Future Connect provides information to the public through a range of social media platforms including Facebook, LinkedIn, Instagram and Twitter.

The Future Connect social media platforms aim to provide, receive, and exchange information. Future Connect may generate posts, including links, images and videos and share relevant content from others. Those seeing posts are encouraged to comment and offer opinions.

Future Connect aims for its social media platforms to be valuable sources of information sharing. We aim to maintain positive spaces for followers and will endeavour to protect the health and wellbeing of its social media communities by not allowing personal attacks, bullying or trolling.

Future Connect has implemented this policy to ensure, as far as possible, that the content of social media posts on its platforms follows the values of the organisation.

## Responding to posts

Future Connect monitors and aims to respond promptly to posts, questions and direct messages within business hours (9am-5pm Monday-Friday). Responses to posts and messages made outside of business hours may take longer.

## General Guidelines

Future Connect is committed to supporting open and positive discussions and information sharing, including from other organisations.

When posting comments on Future Connect social media platforms, we expect users to:

- Act responsibly and be respectful of other users.
- Remember that comments posted are public and are published for all to see.
- Exercise caution and avoid posting detailed personal information, especially any content that personally identifies any other person without their express consent.

Comments that are unacceptable include, but may not be limited to:

- defamatory comments;
- comments that are disrespectful or discriminatory on the basis of gender, race, colour, creed, ethnicity, place of origin, political beliefs, religion, marital status, parental status, disability, age, or sexual orientation;

- use of profanity;
- content advertising or endorsing any products or services of commercial organisations without prior consent from Future Connect;
- inappropriate and inaccurate content;
- content that unfairly criticizes, abuses or attacks Future Connect, its staff or its community.

Any content posted on its social media platforms which Future Connect considers to be in breach of the above guidelines will be hidden or deleted.

## Inappropriate behaviour

Future Connect will use its judgement to assess inappropriate content and behaviour on its social media platforms.

Future Connect will endeavour to make direct contact with members of the community who are not happy with, or critical of, Future Connect in an effort to remedy any negative experience. Should these efforts not prove satisfactory to Future Connect or the participant continues to post unacceptable content, Future Connect may block this participant.

Future Connect reserves the right to ban community members from its social media platforms if they do not abide by this policy.

Approved: 19/04/2022

Review Date: 19/04/2023