

Consumer Comment (Social Media) Policy

Category	Professional Practice	Policy No	PP
Effective Date	December 2011		
Date(s) of Revision			
Next Review Due	December 2012		
Relevant Legislation, Guidelines and References	Education and Care Services National Law Act 2010 Education and Care Services National Regulations 2011		
Related Policies/Procedures/Templates	Social Media Marketing Policy Online Social Networking Policy Privacy Policy Social Media – Staff Guidelines		

Purpose:

This policy establishes guidelines for commenting and posting on Habitat Early Learning's social media sites.

Definition/s:

For the purpose of this policy, the 'Poster' refers to any person, irrespective of association with the company, who makes comment or posts material of any nature on any Habitat Early Learning social media site.

For the purpose of this policy, the 'company' refers to Habitat Early Learning.

Position Statement:

Habitat Early Learning encourages interactions that comply with this policy from the Habitat Early Learning community as well as the general public on its social media sites.

Principles:

Habitat Early Learning's social media sites are subject to all relevant laws and governed by company policy.

Habitat Early Learning will proactively moderate in order to protect the integrity of the company and all stakeholders. Habitat Early Learning reserves the right to make editorial decisions regarding submitted comments, including but not limited to the restriction or removal of any content that is deemed in violation of this social media marketing policy or any applicable law. Content that may be deemed in violation of this policy includes that which:

- contains vulgar or derogatory language
- includes personal attacks of any kind
- contains defamatory comments
- contains offensive comments

- constitute spam or includes links to other unauthorised sites
- advocates illegal activity
- infringes on copyrights or trademarks
- promotes, fosters, or perpetuates discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation
- features sexual content or links to sexual content
- involves solicitations of commerce

The Social Media Administrator will:

- immediately edit or remove content from social media sites if in violation of this policy

It is the Responsibility of the Poster to:

- when commenting or posting:
 - behave with respect and courtesy, and without harassment
 - use non-offensive language
 - avoid making slanderous or defamatory remarks against any individual or entity
- follow the company's Grievance Policy to raise any concern or complaint associated with the activities of the service.
- act in accordance with this policy

Relevant Legislation Guidelines and References:

Nil

Related Policies and Procedures:

Grievance Policy
Social Media Marketing Policy
Online Social Networking Policy