

Urban Concepts

Social Media Protocol

Prepared by
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TABLE OF CONTENTS

<i>Table Of Contents</i>	2
<i>Introduction</i>	3
<i>1. Urban Concepts Social Media Aim</i>	4
<i>2. Scope</i>	4
<i>3. Exceptions</i>	4
<i>4. Definitions</i>	4
<i>5. General Best Practices</i>	4
<i>6. Guidelines</i>	5
Creation	5
Operation	5
Review	5
Closure	5
Disclosure of Identity	6
Personal and Unofficial Use of Social Media	6
Social Media Outreach Campaigns	6
Truthfulness	6
Advocacy	6
Monitor and Respond	7
Child Protection	7
Policies and Training	7
Responding to Negative Comments	7
When We Make a Mistake	7
<i>7. About This Document</i>	7
<i>8. Related Websites</i>	8
<i>9. Contact Us</i>	8



INTRODUCTION

This protocol is for the use of Urban Concepts staff, and aims to help them make responsible decisions and get the most out of social media tools.

‘Social media’ is the term commonly given to websites and online tools allowing users to interact with each other in some way – by sharing information, opinions, knowledge and interests.

Social media websites used by Urban Concepts include:

- Facebook
- Twitter
- YouTube
- Blogs
- Message Boards
- Social Bookmarking
- Linked In
- Google Plus
- Pinterest



1. Urban Concepts Social Media Aims

- To facilitate open and honest dialogue between our client and the community.
- To respect all view points. Respond to all comments from participants to promote honesty and transparency.
- To provide an environment where comments and view points from both the community and our client can be expressed, heard and responded to.

2. Scope

This protocol applies to all Urban Concepts employees and gives guidelines on how to use social media.

3. Exceptions

If the nature of your project requires you to break a guideline, you must not do so without requesting an exception. Exceptions can only be granted by the Director.

4. Definitions

In the following guidelines, the term 'profile' refers to an account, page or website representing Urban Concepts, one of its services or a client.

The term 'group' refers to a web page, website, or section of a website where people with a shared interest can interact.

5. General Best Practices

To create an overall atmosphere of ethical, transparent disclosure, Urban Concepts will:

- a. Err on the side of over-disclosure. If a reader would be surprised to discover a fact later, we will disclose it up front.
- b. Use the space available for improved disclosure. When space is limited (such as on Twitter), disclosure may be minimal, but for media with no space limits we will provide complete disclosure within the comment.
- c. Ensure that our clients and contractors working for us are meeting or exceeding our standards.
- d. Encourage honest and open dialogue. Negative comments are not deleted, but are responded to and corrected wherever possible. Urban Concepts respects all view points and encourages honest and open dialogue.
- e. To ensure consistency and accuracy, all content must be approved by the Director prior to publishing.



6. Guidelines

Creation

- a. New profiles or groups should only be created following agreement by the Director.
- b. Before creating a new profile or group, check whether one already exists serving the same audience. It may be more appropriate for Urban Concepts to join an existing group than create a rival group.
- c. New profiles and groups will only be agreed if a clear business need can be proven, and sufficient resources are made available to maintain it and respond to feedback generated by the service.
- d. The profile or group must be updated regularly as per the Social Media Calendar.
- e. A single, named person in the service area requesting the site must be responsible for maintaining the profile or group. Other approved contributors may also be nominated to assist them.
- f. Approved contributors should be made aware of this protocol.

Operation

- a. Know and follow Urban Concepts Employee Code of Conduct Policy.
- b. When using third-party websites (such as Facebook) know and follow their terms of use.
- c. No content should be published unless already added in some way to the main website or blog. Do not publish any information which is not already in the public arena.
- d. Be accurate, fair, thorough and transparent.
- e. Be mindful that what you publish may be public for a long time.
- f. Respect copyright laws.
- g. All content must be approved by the Director prior to publishing. This includes Blogs, Tweets, Facebook updates, and responses to comments.
- h. Do not publish or report on conversations that are meant to be private or internal to Urban Concepts without permission. Do not cite or reference customers, partners or suppliers without their approval. When you do make a reference, link back to the source where possible.
- i. Respect your audience. Do not publish anything that would not be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory, such as politics or religion.
- j. Write in the first person ("I" or "we")
- k. Wherever possible, disclose your position as a representative of Urban Concepts or your client.
- l. Remember that you are an ambassador for Urban Concepts and be respectful.
- m. Encourage constructive criticism and deliberation.
- n. Do not correct contributors' spelling or grammar.
- o. Edit other people's contributions only when necessary. Instead of editing or removing significant factual errors, you should either make a public response or directly contact the person who made the original comment, or both.
- p. If a contributor makes a comment that is defamatory or likely to cause extreme offense, edit or remove it where possible, If this is not possible, report it to the operator of the website. Contact the user to explain why you took this action, and if appropriate ask them to post the comment again without the offensive content.
- q. All feedback to Urban Concepts through social networking sites should be monitored by the responsible persons. Feedback that requires a response must be acknowledged within one working day. Where action is required, bear in mind that excessive delay will have a negative impact on Urban Concepts' reputation.

Review

- a. Urban Concepts will carry out periodic reviews of the company's social networking sites. This will include reviewing content and feedback.

Closure

- a. Profiles and groups must not be deactivated without prior approval from the Director.



Disclosure of Identity

When communicating via social media on behalf of Urban Concepts or their clients:

- a. Disclose who you are, who you work for, and any other relevant affiliations from the very first encounter.
- b. Disclose any business/client relationship if you are communicating on behalf of another party.
- c. Comply with all laws and regulations regarding disclosure of identity.
- d. Provide a means of communicating with Urban Concepts in order to verify our involvement in a particular item of social media content.
- e. Instruct all employees, agencies, and advocates with whom Urban Concepts have a formal relationship on these disclosure policies and require them to comply.

Personal and Unofficial Use of Social Media

- a. Know and follow Urban Concepts' Employee Code of Conduct Policy.
- b. Ensure that your online activities do not interfere with your job, your colleagues or commitments to clients. If you are not using the site to support you directly in your employed position you should always access the site in your personal time.
- c. Be aware of your association with Urban Concepts and their clients in online social networks. If you identify yourself as an Urban Concepts employee, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
- d. If you publish content to any website not owned by Urban Concepts or their clients, and it has something to do with work you do or services associated with Urban Concepts, use a disclaimer: "The views expressed here are my own and do not necessarily represent the views of Urban Concepts or their associates."
- e. Writing which does not mention work-related topics does not need to mention the employment relationship.

Social Media Outreach Campaigns

When communicating to the social media community on behalf of our company:

- a. Comply with all laws and regulations regarding disclosure of identity.
- b. Disclose who you are, who you work for and any other relevant affiliations from the very first encounter.
- c. Proactively ask the recipient of the outreach to be transparent and fully disclose their relationship and communications with Urban Concepts.
- d. Instruct them on the importance of disclosure and ask them to meet or exceed our disclosure guidelines.
- e. Never use off-topic or misplaced posts, comments, or tags for promotional intent.
- f. Never take action contrary to the specific boundaries, terms and conditions, and community guidelines set by each site, social network, or community.
- g. Do not use services or technologies for mass-posting comments.
- h. Use extreme care when communicating with minors or using social networks intended for minors.
- i. Contractually guarantee that any third-party outreach program we participate in meets or exceeds Urban Concepts internal standards.

Truthfulness

- a. Always be truthful.
- b. Ensure that information and claims provided to advocates, consumers, and social media sites are factual, honest and accurate.
- c. Never ask our advocates to write something they do not believe.
- d. Insist that all opinions shared with the public express the honest and authentic opinion of the consumer or advocate without manipulation or falsification.
- e. Ensure that all individuals who are participating in Urban Concepts' social media platforms are free to form their own opinions and share all feedback, including negative feedback.

Advocacy

In order to ensure full disclosure when working with advocates in a formal program:

- a. Instruct advocates to disclose any formal or long-term relationship they have with our company or client.



- b. Instruct advocates to fully disclose any and all benefits, access, information, or anything else received as a result of participation that would not be provided to the general public.
- c. Ensure that all disclosure meets the minimum legal standard by being clear, understandable by the average reader, and clearly visible within the relevant content.
- d. Contractually agree that any third-party outreach program we participate in meets or exceeds our internal standards.

Monitor and Respond

- a. Monitor the statements by our advocates that result from our communications and programs.
- b. Keep a record of advocates contacted by us, as well as the information and incentives provided to them.
- c. Attempt to correct any misrepresentations or inaccurate statements that result from our outreach.
- d. Keep a record of all attempts to correct errors.
- e. Discontinue any relationship with an advocate or representative who repeatedly fails to meet disclosure or truthfulness requirements.

Child Protection

- a. If a profile or group is set up in the name of a youth group, it is essential that a member of staff becomes a member of it and oversees the content and activity.
- b. The staff member should monitor conversations, images and other activity of members of the group and challenge, educate or intervene as necessary.
- c. The staff member should educate members of the group about online safety, including how to customise privacy settings. For information and resources go to www.acma.gov.au and www.cybersmart.gov.au.
- d. Events or parties at private addresses should be reserved for the group's private area.
- e. Staff must not publish images of people unless consent has been given in writing, using an Urban Concepts official photograph consent form.
- f. Staff should maintain boundaries between their personal and professional lives by customising their privacy settings and avoiding inappropriate personal information becoming visible to members of the group.

Policies and Training

- a. Maintain and enforce the Urban Concepts company social media protocol.
- b. Train all employees who use social media as a part of their jobs.
- c. Educate employees about when personal use of social media requires disclosure.

Responding to Negative Comments

- a. Respond on the platform that the comment is submitted on.
- b. Be honest and open. Explain the situation if the participant's comment is based on false information.

When We Make a Mistake

- a. Admit to it. Apologise, and compensate the affected persons. Explain how we are going to fix the situation, and how we are going to prevent it from reoccurring in the future.

7. About This Document

This protocol was approved by the Director of Urban Concepts on 30th April 2012. It was written by the Executive Assistant on behalf of Urban Concepts.

This document is based on information from the Australian Communications and Media Authority's Online Social Networking Fact Sheet and the Disclosure Best Practices Toolkit from SocialMedia.org.



8. Related Websites

Social Media.org

www.socialmedia.org

Australian Communications and Media Authority

www.acma.gov.au

Cyber smart

www.cybersmart.gov.au

Internet Industry Association

www.iaa.net.au

YouTube Terms of Service

www.youtube.com

Facebook Data Use Policy

www.facebook.com

9. Contact Us

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