



Fauna Rescue of SA Inc  
ABN 20 601 494 364

PO Box 241  
Modbury North SA 5092

Wildlife Volunteer Help Line: 8289 0896

Internet: [www.faunarescue.org.au](http://www.faunarescue.org.au)  
E-mail : [info@faunarescue.org.au](mailto:info@faunarescue.org.au)  
Fax 8395 8769

## **SOCIAL MEDIA & GENERAL MEDIA POLICY**

### **DEFINITION**

**Social Media** may include (although is not limited to):

- social networking sites (eg Facebook, Myspace, LinkedIn, Bebo, Yammer)
- video and photo sharing websites (eg Flickr, Youtube)
- blogs, including personal blogs
- blogs hosted by media outlets (eg 'comments' or 'your say' feature on theage.com.au)
- micro-blogging (eg Twitter)
- forums, discussion boards and groups (eg Google groups)
- instant messaging (including SMS)

### **General Media**

- Newspaper - interviews, photo shoots, public forum
- Radio – Interviews, Phone in comments
- Television – interviews, filming of rescued wildlife

### **SOCIAL MEDIA**

1. Anyone posting abusive messages or demeaning/harassing any other member, individual, business or organisation will be removed and banned from the page if deemed necessary by the administrators. A comment on a friend's blog or site is still a comment in a public space.

The following action will be taken:

- a) Any inappropriate post will copied and saved on file by the Administrators, for reference by the Committee if any complaints/concerns arise.
- b) If posted by Fauna Rescue members, they will be notified their post has been removed and they will be warned that if they breach the code again they may be banned from the page/facebook group and their membership may be reviewed by the Committee.
- c) Non members posting inappropriate posts that are removed will be permanently excluded from the Fauna Rescue Facebook page.

**The Facebook page should be a friendly forum where people can post their views and ideas without harassment from other Facebook members.**

2. Only Fauna Rescue or related Australian wildlife articles will allowed to be posted and any posts not related to Australian wildlife and Australian wildlife care will be removed by the administrators. This includes any personal non related wildlife posts and posts promoting businesses that are not applicable to Australian/Fauna Rescue wildlife care.
3. The administrators reserve the right to delete any solicitations, advertisements, or endorsements of any financial, commercial or not-for-profit organisations.



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4. If members wish to post stories/photos of animals in their care, they must not mention any prescribed medications, or names of veterinarians unless they have first sought the approval from the vet and their species coordinator.
5. The administrators have the right to refuse any persons they deem are not suitable for the Facebook page and group who are asking for permission to join.
6. Photos are not to be posted on any social media that show wildlife for rehabilitation being handled inappropriately i.e. sitting on heads, in bed with humans, being kissed by humans or being dressed up.
7. Photos must not be taken and posted on any social media of any wildlife until it has been in care for a reasonable amount of time and it has had a chance to recover from shock. Care must always be taken not to add extra stress to an animal that has just come in after a rescue.
8. Members cannot undertake fundraising on social media in the name of Fauna Rescue without first obtaining permission from the Committee.
9. Members must not air their grievances towards Fauna Rescue, its Committee or other members of the organisation on social media. A grievance procedure is in place for members wishing to make a formal complaint.

## **GENERAL MEDIA**

10. Only committee members can speak on behalf of Fauna Rescue of South Australia unless prior consent is given by the Committee.
11. All requests for media interviews must be approved by Committee prior to the interview where possible.
12. The committee accepts that on occasion the media will attend a rescue to film, photograph or interview the rescuer without prior notification. In this case the Chairperson or Assistant Chairperson, Membership Officer and Phone Operators are to be informed immediately after the event, to prepare for the influx of phone calls and membership enquiries.
13. Members are to refuse any media request that requires the inappropriate handling of native fauna for example: wildlife crawling on heads, wildlife in bed with humans, humans kissing wildlife and any wildlife being dressed up.

Reviewed and Authorised at a Committee Meeting held on February 10<sup>th</sup> 2014 Item 56