

Social Media Policy

Approved on: 2019/01/15



1. Commitment

- 1.1. Kind Space aims to foster an environment in which all individuals are treated with respect and dignity. We uphold our values of building communities of care, sustainable growth, creativity, and transparency, and are committed to accessibility, accountability, building community participation, and self-determination.
- 1.2. Kind Space recognizes the importance of online tools in the work of accessible and inclusive community-building and aims to cultivate a social media presence that is respectful, informative, and engaging. Kind's online spaces reflect our mission and values, and will be safe online spaces for everyone.

2. Scope

- 2.1. This policy applies to any Kind Space staff, volunteers, staff, or authorised individual with access to Kind Space branded social media accounts, and/or any online spaces in which Kind Space moderates (i.e. online forums, groups, etc.)

3. Policy

- 3.1. It is expected that those defined in section two will abide by rules outlined in the Accountability and Community Policy in both physical and online spaces. No communications or online conduct should breach the Accountability and Community Policy.
- 3.2. The Executive Director will delegate tasks relating to correspondence on social media accounts and/or other online spaces in which Kind Space moderates.
- 3.3. On business days, Kind Space will respond to all direct messages within 24 hours. Direct messages received on weekends will be responded to by the next business day.
- 3.4. Any hateful, harmful, and/or violent messages being directed towards Kind Space's social media presence are to be reported to the Executive Director for review (see Section 6).

- 3.5. This includes disrespect, violence, harassment, and/or incidents of trolling¹ within Kind's online spaces are to be reported to the Executive Director for review (see Section 6).
- 3.6. If Kind Space receives a negative comment or review on any public social media platform, forum, or other online space, Kind's staff member/volunteer will reply to the comment immediately, stating that the comment has been seen and will be responded to via a personal message. A response will then be crafted and sent in consultation with Kind's Executive Director within two business days.

4. Confidentiality

- 4.1. No Kind Space staff or volunteers will share login information without express permission of the Executive Director.
- 4.2. Upon sharing the login information, the new user must read and sign this policy.

5. Accountability & Intervention

- 5.1. In the event that a Kind Space staff or volunteer publishes a post containing information that is incorrect or offensive, the post will be corrected with Kind Space acknowledging the error and/or harm and committing to not repeating the mistake. The post should never be deleted without acknowledgement and apology.
- 5.2. Where content is being shared or re-posted from other sources, Kind Space will always attribute full credit to the source/creator and be transparent about the source of the content.
- 5.3. Kind Space volunteers and staff will always ask for permissions from creators and/or individuals depicted in images/photographs before publishing them online.
- 5.4. If a volunteer or staff member moderating Kind Space's social media identifies an incident of harassment occurring within Kind's online space between two or more individuals, they are to report it to the executive director of Kind Space and reach out to the individuals involved with an offer to moderate. The comments can be deleted after those steps have been followed.

6. Enforcement and Review

- 6.1. If staff, volunteers, or authorised persons controlling Kind Space's social media accounts identifies someone in violation of this policy, they are to report it to the Executive Director for review.

¹ To make deliberately incendiary or provocative comments with the intent of eliciting an angry reaction or response.

- 6.2. Anyone found or reported to be found in violation of this policy will undergo the accountability process outlined in Section 5 and 6 of the Accountability and Community Policy.
- 6.3. In accordance with the findings of the accountability process, the Executive Director may choose to mute, block, or boot the individual from Kind's online space (see Section 6.5 of the Accountability and Community Policy).