



Sisters of the Good Samaritan Foundation Ltd – Public Relations & Social Media Policy

APPROVED BY THE BOARD ON	
TO BE REVIEWED ON	
LAST AMENDED ON	
CONTACT DETAILS OF EXECUTIVE DIRECTOR (SONYA MEARS)	Email: smears@goodsamsfoundation.org.au Ph: (02) 8752 5313

Abbreviations

ACFID	Australian Council for International Development
GSF	Good Sams Foundation
NGO	Non-government organisation

Purpose

This policy has been developed to provide GSF staff and volunteers with standards to follow when engaging with external media and social media platforms.

The purpose of these guidelines is to ensure that an informed and consistent message is maintained when content is distributed to the media or published to social media channels

Scope

This policy applies to all GSF staff, non-executive directors, and volunteers. It is everyone's responsibility to ensure that communications representing GSF are accurate, ethical, timely and represent the charism of the Sisters of the Good Samaritan.

Public materials

Public material comprises any GSF content that is distributed through a communications or media channel that is public facing. These include newsletters, brochures, public addresses, appeals and interviews, the GSF website, social media content, blog posts and television advertisements.

Fundraising via informal channels

Informal channels – such as a personal social media channel – can be used to fundraise for GSF, however, the following regulations apply. The content and photographs, videos must:

- be factually accurate, truthful and not likely to deceive or mislead any person;
- accurately represent the context, situation, proposed solutions and intended meaning of information provided by affected people;
- clearly state if there is a specific purpose of each donation
- correctly identify GSF (including name, address, and ABN (where appropriate) and purpose
- avoid material omissions, exaggerations, misleading visual portrayals and overstating the need or what the donor's response may achieve; and
- form a part of a positive campaign to build public awareness, understanding the charism of the Sisters of the Good Samaritan
- direct the funds transfer to the correct GSF donations channel

GSF staff and volunteers are permitted to campaign for donations through informal channels by sharing or referring to official GSF public materials or an active fundraising campaign.

GSF staff and volunteers are not permitted to solicit donations through an informal channel without referring to official GSF public materials or an active fundraising campaign.

In situations where a staff member or volunteer is unsure please seek the guidance of GSF's Executive Director.

Public Relations Guidelines

GSF supports constructive and transparent engagement with the media to reduce the risk of inaccurate information being shared.

Staff Role

All staff have a role in identifying issues and events that can potentially promote or damage GSF through media coverage. These should be advised to GSF's Executive Director as a matter of urgency.

Executive Director Role

If the media is requesting an interview, the only person authorised to respond is GSF's

Executive Director and Chair of the Board. The Executive Director will generally manage all media inquiries.

Informed consent

Prior, free and informed consent must be obtained if program participants are to be photographed, filmed, interviewed or otherwise identified by the media. Informed consent and release forms are available from the Executive Director. If television crews are to be involved, the Executive Director or a designated member of staff will accompany the crew.

Portrayal of other NGOs

Any communication regarding another NGO will be factually accurate and will not intentionally or otherwise mislead. No statements about other NGOs are to be made with the intention of creating a reputational or other advantage for GSF.

Social media guidelines

GSF supports staff and volunteers to raise awareness for GSF by using mainstream social media and online applications such as wikis, blogs, microblogs, video and audio sharing sites and message boards that align with the charism of the Sisters of the Good Samaritan.

Standards

The following standards apply to employees' and volunteers' work use and personal use of social media at any time, when it has any connection with GSF:

GSF will enforce these standards as and when appropriate:

- Always follow relevant GSF policies for any content or stories that contain children or vulnerable people
- Do not act unlawfully – eg breach copyright
- Do not express personal views that are not aligned with GSF's views
- Do not disclose confidential information obtained through work
- All statements are to be respectful and empathetic
- Ensure you do not breach privacy laws or the right of an individual to remain anonymous

Responsibilities and delegations

- The Executive Director and Marketing Manager are required to ensure this policy is understood by staff or volunteers working within their area of control.

Related GSF Policies and Documents

- Code of Conduct
<https://goodsamsfoundation.org.au/wp-content/uploads/2024/07/GSF-Staff-and-Volunteers-Policy-and-Procedures.pdf>
- The Good Samaritan Foundation Fundraising Charter
<https://goodsamsfoundation.org.au/wp-content/uploads/2024/06/THE-GOOD-SAMS-FOUNDATIONS-FUNDRAISING-CHARTER.pdf>
- Ethical use of information, stories and images
<https://goodsamsfoundation.org.au/wp-content/uploads/2024/07/Ethical-use-of-Information-Stories-and-Images-policy-.pdf>
- Commitment to safeguarding
<https://goodsamsfoundation.org.au/wp-content/uploads/2024/06/GSF-Child-and-Adult-at-Risk-Protection-Policy.pdf>

Policy Review

This policy will be reviewed at least every three years, or as necessitated by legislative changes, incorporating lessons learned.