FV-19 | Social Media Policy

APPROVED BY THE COMMITTEE
Reviewed November 2026

Scope

Official channels and personal use with a material connection to Fishcare.

Purpose

Use social media to share responsible fishing, community connection and Fishcare achievements safely, accurately and respectfully. Personal views must not be represented as an official position. This policy does not prevent lawful personal expression, workplace complaints, protected disclosures or industrial activity.

Official accounts and content

Only authorised people may administer accounts or speak for Fishcare. Use organisational ownership, MFA and secure recovery details; do not share passwords informally. The EO approves branding, partner and funder logos, campaigns and new channels. Remove access promptly when roles end and retain important published and moderation records.

Check facts, permissions, copyright, funding acknowledgements and accessibility before posting. Be respectful, avoid misleading claims, disclose relevant interests and correct errors openly. Do not disclose confidential, financial, personal or safeguarding information. Obtain separate informed image consent, including parent/carer permission where appropriate and a child's assent. Never publish children's full names, contact details or live locations with identifying images.

Children and online boundaries

Use approved, monitored organisational channels for program contact. Communicate through parents/carers or agreed school/service channels where possible. Do not privately message, friend or follow children through personal accounts, arrange secret contact, use disappearing messages or engage in isolated one-to-one communication. If a child contacts a personal account, do not continue privately: preserve the message safely, tell the EO and redirect through the approved channel without sharing unnecessary details.

Do not ask children to create accounts on platforms they are not eligible to use. Do not upload personal information, images or sensitive quiz responses to generative AI tools without an approved lawful basis, appropriate safeguards and required consent.

Personal use and moderation

Where discussing Fishcare, identify your connection if relevant and make clear when views are personal. Do not claim authority you do not hold. Avoid

harassment, threats, discriminatory content, defamation or disclosure of confidential material connected with the role. Refer media enquiries and hostile exchanges to the EO rather than escalating a public dispute.

Moderate official spaces consistently, remove harmful material while retaining necessary evidence and provide a safe complaint route. Immediately escalate threats, grooming, child abuse material or a suspected data breach; do not download or circulate unlawful child abuse material. Report to Police and relevant authorities as appropriate and follow the Child Safe Reporting Policy, immediately notify the EO of information incidents and assess required privacy notifications.

Information incidents

Report suspected information loss or unauthorised disclosure immediately to the EO or an unconflicted alternative. Contain access safely, preserve evidence and assess required privacy notifications; do not circulate identifying child information or unlawful material.

References and review

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Victorian Child Safe Standards; Child Wellbeing and Safety Act 2005 (Vic)
https://www.vic.gov.au/child-safe-standards

Privacy Act 1988 (Cth): coverage and exemptions
https://www.oaic.gov.au/privacy/privacy-legislation/the-privacy-act/rights-and-responsibilities

OAIC: assessing and responding to notifiable data breaches
https://www.oaic.gov.au/privacy/notifiable-data-breaches/quick-reference-guide-for-responding-to-data-breaches