

# Employee/Member BusNSW Social Media Guidelines

The NSW Bus and Coach Association (BusNSW) supports and explores the use of social media tools and emerging technologies, for growing Public Transport and we encourage BusNSW members and employees to do the same.

BusNSW has a Facebook page and staff and members who use Facebook are strongly encouraged to adhere to the following guidelines.

## 1. Participate

BusNSW use of social media is increasingly important given the rapid evolution of these tools. Staying relevant to our respective audience's means, in part, that we must stay current on emerging technologies. Our interest in participating in social media is to communicate with our members wherever they are, and to develop and enhance relationships with stakeholders involved in Public Transport.

## 2. Be smart and safe

Here are a few generally accepted guidelines to consider when using social media.

- First and foremost, remember you are representing BusNSW. Your conduct should be consistent with our mission, purpose and values.
- Employees should continue to follow the guidelines on employee code of conduct found in the BusNSW Governance and Employment Manual.
- You are personally responsible for the content you post on any non – BusNSW site. Remember that what you post often can be viewed by both personal and professional contacts. Post responsibly, and protect your privacy.
- If you publish content related to BusNSW on any non-BusNSW site, identify yourself and use a disclaimer such as, "The views in this post are my own and not necessarily those of BusNSW."
- Do not publish any BusNSW confidential or proprietary information on a social site, unless authorised by the Executive Director.
- Do not discuss other BusNSW members, clients, vendors or other partners without their approval. Link back to the original source whenever possible.
- Be aware of and respect copyright, fair use and financial disclosure laws.
- Contribute to the knowledge pool. Whenever possible, post content that adds value to members and stakeholders.
- Remember who you work for. Don't let social media activities interfere with your duties at BusNSW and your commitment to members.
- Postings on BusNSW site/page can only be done by persons authorised and after content is approved by the Executive Director or relevant Manager.