

## Social Networking and Digital Media Guidelines

U3A Melbourne City uses social media, e.g., Meta and other digital platforms e.g., Google Business Page to:

- share news, activities and events;
- build brand awareness and community; and
- recruit new members.

To protect the U3A Melbourne City brand reputation and Intellectual property, administrators and moderators (roles in the marketing group) must:

- adhere to brand guidelines - this covers use of the U3A logo, icons, colour palette, fonts etc - these are held within marketing;
- have a consistent tone and voice across all digital platforms and reinforce our vision, purpose and values - friendly, respectful, ethical, inclusive and accessible and is consistent with the [Strategic Plan](#).

As an administrator or moderator, U3A Melbourne City expect the use of good judgement to:

1. know and follow the U3A Melbourne [City Code of Conduct](#) and [Privacy Policy](#);
2. not express any political views or personal views within a post or comment;
3. refrain from posting cartoons or other material that may have a polarising effect;
4. be aware that a benefit of social media is to provide a way to ask questions directly and share feedback;
5. be responsive when conversing online e.g., provide answers, thank people for their comments, and ask for further feedback if necessary;
6. answer queries within 24 hours;
7. assume that all the information shared on social networks is public information and not publish, post or release information that is considered confidential or not public, e.g., do not use your or any members' birth date, address or mobile number;
8. not provide password or access to anyone outside the U3A Melbourne City marketing team;
9. respect brand, trademark and copyright information;
10. use royalty free images from image libraries or Canva NFP Pro site when creating an image-based posts;
11. share images of members enjoying classes and activities with approval of those members;
12. share posts from other sites such as Royal Historical Society, The University of Melbourne, Melbourne City Library that may be useful to our membership.