
TECHNOLOGY AND INFORMATION POLICY

Social Media Policy

Representing THRIV3 well, online and off the clock

Version 1.0 - July 2026

Policy owner	Board of Directors, THRIV3 (Indigenous Corporation)
Responsible officer	Chief Executive Officer
Applies to	Directors, members, the CEO, employees, volunteers, contractors, students on placement and agency workers of THRIV3 (together, THRIV3 People)
Effective date	July 2026
Next review	July 2027 (or earlier if legislation or funding conditions change)
Related documents	Code of Conduct; Technology, Internet, Email and Artificial Intelligence Policy; Privacy and Workplace Surveillance Policy

1. Purpose and Scope

Social media is a powerful way to celebrate community and share THRIV3's story, and a place where THRIV3's reputation can be damaged in minutes. This policy applies to all THRIV3 People, on all platforms (including Facebook, Instagram, TikTok, LinkedIn, YouTube, X and messaging apps), whether posting for THRIV3 or personally, where the content is connected to THRIV3.

2. Posting on Behalf of THRIV3

- Only people authorised by the CEO may post to THRIV3's official accounts or speak for THRIV3 online.
- Official content follows THRIV3 brand guidelines, uses approved logos, and respects cultural protocols.
- Images of children are published only with current, signed consent from a parent or guardian, and are removed promptly on request.
- Images and stories of community members, Elders and cultural activities are shared only with permission, and cultural content only with cultural authority.
- Acknowledge Country appropriately in content connected to place and culture.

3. Personal Use of Social Media

Your personal accounts are your own, but where you are identifiable as connected to THRIV3:

- make clear that personal views are your own, and do not use THRIV3 logos or your THRIV3 role to give personal views weight
- never post confidential THRIV3 information, images of programs, participants or children, or details of internal matters
- do not post material that harasses, bullies, discriminates against or disparages colleagues, community members, partners or funders; the Code of Conduct and the Equal Opportunity, Anti-Discrimination, Bullying and Harassment Policy apply online
- think before you post. Content is permanent, screenshots travel, and conduct that damages THRIV3's reputation or relationships can have consequences even when posted outside work hours.

4. Responding to Issues Online

Do not respond to negative comments, complaints or media enquiries directed at THRIV3. Refer them to the CEO. If you see content that harms THRIV3, a colleague or a community member, report it rather than engaging.

5. Breaches and Review

Breaches may result in removal of posting rights, disciplinary action up to dismissal, or the end of an engagement. Unlawful content may be reported to platforms and police. The CEO reviews this policy annually.

Board adoption

This policy was adopted by the Board of Directors of THRIV3 (Indigenous Corporation) and takes effect from the date recorded below. It will be reviewed at least every 12 months, and earlier if legislation, ORIC or ACNC requirements, or funding conditions change.

Adopted On: 25/07/2026