



**GROW WELL  
LIVE WELL**

# **Digital Media and Online Safety Policy**

The following guidelines provide information on how GWLW uses digital media and the procedures for managing our platforms.

The policy outlines how we expect GWLW members, and the users who follow our digital media platforms (including children and young people), to behave online.

As of 27 September 2021

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## 1. ABOUT GWLW

Grow Well, Live Well (GWLW) commenced in 2014 when a group of community organisations agreed to work together under a collective impact model and the principles of Deep Democracy, with the broad aim of improving how well all children and young people grow up in Palmerston.

Through the values of respect, transparency, passion, commitment, pride, diversity and innovation, GWLW believes that:

- The views of children and young people are important, and we will ensure they are heard.
- Community leadership is vital, and actions and decisions should be grounded in authentic community-based decision making.
- More will be achieved by collaborating and operating as a collective.
- Actions and decisions should be informed and underpinned by evidence.
- Parents', carers' and families' involvement and participation is crucial to the well-being of children and young people.
- Knowledge of, and participation in, culture is integral to the well-being of children and young people.

### 1.2 Our Aims

GWLW aims for sustained change in both the community and the way government and community organisations work with and for the Palmerston Community. We do this by facilitating community-led action, decision making, and activities to improve the wellbeing of children and young people in Palmerston. In order to meet our aims, GWLW will:

- Identify and harness strengths and resources.
- Create and support partnerships.
- Incorporate community representation on the leadership group.
- Advocate for a collective approach.
- Support and promote the use of data and other critical information such as cultural advice and context.
- Source funding opportunities.
- Monitor and evaluate progress, with a focus on continuous improvement.

### 1.3 Collective Impact

Collective impact is an evidence-based approach to addressing complex problems. It is described as “long term commitments by a group of important actors from different sectors to a common agenda for solving a specific social problem”.<sup>1</sup>

### 1.4 Deep Democracy

Deep Democracy is linked to GWLW’s broader collective impact approach to community development, which aims to bring community members and stakeholders together around a shared vision for change.

The concept of Deep Democracy is defined as an attitude and a principle.

**Attitude:** Deep Democracy is an attitude that focuses on the awareness of voices that are both central and marginal. This type of awareness can be focused on groups, organisations, one’s own inner experiences, people in conflict, etc. Allowing oneself to take seriously seemingly unimportant events and feelings can often bring unexpected solutions to both group and inner conflicts.

**Principle:** Unlike “classical” democracy, which focuses on majority rule, Deep Democracy suggests that all voices, states of awareness, and frameworks of reality are important. Deep Democracy also suggests that the information carried within these voices, awarenesses, and frameworks are all needed to understand the complete process of the system. The meaning of this information appears, when the various voices are relating to and listening to each other.

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<sup>1</sup> See for example, John Kania and Mark Kramer. (2011). Deep Democracy. *Stanford Social Innovation Review*. Accessed January 31, 2010. Retrieved from <http://magnoliaplacela.org/wp-content/uploads/2016/07/Collective-Impact.pdf>

## **2. DIGITAL MEDIA**

Digital media is content that can be transmitted over the internet or computer networks, and can include text, audio, video, and graphics. Digital content can be published or shared on digital media platforms such as email, websites, social networking sites (Facebook, LinkedIn, Twitter); blogs (Tumblr, WordPress); photo sharing sites (Instagram, Snapchat, Pinterest); and video sharing (YouTube, Facebook Live, Periscope, Vimeo).

Digital media is becoming more integrated into people's lives, and with so many people online, it is important for GWLW to build our online presence to reach Palmerston digital media users. 'Digital media users' refers to people who subscribe to, or 'follow' GWLW's digital media pages.

GWLW aims to expand its digital media activity to include the use of digital media platforms and regular posting to increase our online engagement, which will enable the initiative to keep up with present and future digital communication standards and the needs of young people and families who use digital media.

GWLW recognises both the importance of digital media as a tool for engaging with the Palmerston community and the need to empower and trust our people to use these tools responsibly.

### **2.1 GWLW's Digital Media Objectives**

GWLW aims to build our digital engagement with the Palmerston Community and GWLW will use digital media as one approach of our community engagement activities. Through the use of digital media services, GWLW will:

- Increase accountability and transparency to the community between GWLW Members by sharing what we are doing and why.
- Invite community voice and two-way communication between GWLW and our followers by encouraging them to share their opinions, and respond to our content through our commenting, direct messaging, participating in polling and surveys.
- Create an active online community by regularly posting content on our digital media platforms and by engaging with other community groups and organisations in Palmerston to encourage further engagement.

- Connect the Palmerston community to projects, events, services, and networking opportunities hosted by GWLW and our partner organisations, to inform the Palmerston community about activities that relate to them and to link families and communities with services and to each other.
- Use social engagement strategies to enable effective digital communication from GWLW to the Palmerston community. These strategies include: creating conversations with followers by asking questions or for their feedback through polling and surveys; using images, videos and GIF's to make digital media posts and making content more appealing; and using hashtags to reach the Palmerston community and to connect with people who are using the same hashtag.
- Increase the accessibility and inclusivity of GWLW digital media platforms and content by using images, colour contrast and plain English in digital communications; using descriptive captions on videos and images; and by applying the accessibility features offered by social media services (such as Facebook and Twitter) to ensure that people with disabilities or people who have limited experience in the use of digital media, can participate online.
- Create an online community that is safe for children and young people by protecting the private information of our users; blocking people who engage in anti-social online behaviour, and managing the privacy settings of GWLW's digital media accounts.

## **2.2 Managing GWLW'S Online Presence**

In order to meet our digital media objectives, GWLW will:

- Regularly inform the community about what GWLW Members, Action Groups and the Backbone team are doing.
- Provide engaging ways to connect and interact with a diverse online community through the use of digital survey and polling tools; digital campaigns to assist with the marketing of GWLW's activities and events; hashtagging to make it easier for people to find GWLW; utilising multimedia content (videos, gifs, infographics etc.) to communicate in interesting and creative ways.
- Share information about news, events and activities that are happening in Palmerston.
- Maintain an inclusive online community that is accepting of difference and by enforcing a zero-tolerance policy against discriminatory behaviour, harassment and bullying on our digital media platforms.

### **3. GWLW'S PRIVACY AND CONSENT RESPONSIBILITIES**

#### **3.1 Privacy and protection**

GWLW ensures that the privacy of our community members, including children and young people, is protected on our digital media platforms by enforcing that all content and communications posted on our digital media platforms follow these guidelines:

- Informed consent is recorded in writing, video or audio before images or videos are shared on our digital media platforms.
- Identifying details of children and young people such as their full name, address, school or contact details should never be posted on our digital media platforms.
- Any inappropriate posts by followers will be removed ASAP, and the Policy and Communications Officer will provide a rationale for removing the user who was acting inappropriately as required.
- All social media accounts will be password protected, and at least 3 nominated people will have access to each account and password.
- All content posted will be consistent with our media objectives stated above, and the aims of our initiative.

#### **3.2 Copyright and Intellectual Property Responsibilities for Digital Content**

Under the provisions in the Copyright Act 1968 (Cth),<sup>2</sup> digital content such as photos, animated gifs, videos, music and other works being shared on digital media platforms are subject to copyright protection.<sup>3</sup>

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<sup>2</sup> Australian copywrite law states that copyright is a form of intellectual property embodied in Australian law in the provisions of the Copyright Act 1968 (Cth). The Act grants exclusive rights of the author/creator over original works as defined in s 10(1) as:

- Literary works (for example blogs, computer programs, etc.).
- Artistic works (for example photographs, drawings, animated gifs).
- Dramatic works (plays, films, etc.).
- Sound recordings (music, sound bites, podcasts).
- Cinematograph films (films, YouTube videos, broadcasts).

<sup>3</sup> Australian Government. (2019). Types of IP: Copywrite. Accessed January 25, 2019. Retrieved from <https://www.ipaustralia.gov.au/understanding-ip/getting-started-ip/types-of-ip>

In order to comply with Australian intellectual property legislation, all content shared on GWLW's digital media platforms must:

- Recognise the original author/creator/source for all content that is shared.
- Seek the appropriate permissions from copyright holders before uploading or posting their content on GWLW's digital media platforms and properly attribute content after permission has been granted.
- Credit all content used from an external source, such as creative commons websites (Unsplash, Flickr etc.).

### 3.3 Captions on GWLW Images

Wherever possible, images used on GWLW's digital media platforms should be accompanied by an explanatory caption that describes the situation, location and names of the subjects as well as the photo credit.

***For example:** 'Lucy talks with Jack at GWLW community event in Palmerston, NT.  
Photo by Anastasia/ GWLW.'*

All digital media platforms containing imagery of Aboriginal or Torres Strait Islander people, must include the following disclaimer: Aboriginal and Torres Strait Islander people should be aware that this document/video/publication may contain the voices/images of people who have passed away.

If a specific request is made to remove an image of someone who has passed away, GWLW will remove it as soon as possible.

### 3.4 Consent and the Use of Videos and Imagery

Written, informed consent is required for **ALL** imagery and videos used by GWLW, that are created by other organisations, community members or government departments.

As part of obtaining informed consent, it must be explained how the photograph or film will be used. This must cover the following points:

1. Explain the information will be used in communications, media, advertising, publications, educational material and/or public awareness, and explain if activities will be in print or digital format (websites and social media).



2. Explain that if used on social media, GWLW will not be able to control further use and distribution by other organisations.<sup>4</sup>
3. Show an example of how their story, images and information may be used by GWLW.
4. Explain that information which identifies them and/or their child will not be used by GWLW unless they agree to this.
5. Explain that they can withdraw their consent to GWLW at any time prior to publication.
6. Advise that, because of the permanency of the internet, withdrawal of consent may not always lead to the removal of all versions of their image online.
7. Give them an opportunity to ask questions.
8. Always gain consent from a child's parent or guardian and, wherever possible, always aim to also obtain direct consent of the child or young person.
9. If someone does not want their photo taken or used this must be respected at all times.
10. If a subject seems confused or uncomfortable, do not take the photograph or shoot the footage until this has been resolved.

### **3.5 Content review and removal process**

GWLW will update all featured imagery on the GWLW website and other digital media platforms every three years to ensure that the content is timely and appropriate. This will include social media page banners and page photos on the GWLW website.

## **4. ONLINE SAFETY PROTOCOLS FOR CHILDREN AND YOUNG PEOPLE**

While digital media can be used effectively to communicate and share knowledge, it can also expose children, young people and adults to a variety of risks and negative situations when interacting with others online. These may include, for example, cyberbullying; exposure to offensive images and messages; and unwelcome contact by strangers.

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<sup>4</sup> The ownership of original material produced for social media still remains with the author/ creator. However, the terms of service for **Facebook** and **Twitter** is categorised as a broad licence, which allows for sites and users of those sites, to use, and publish user produced content as long as it is attributed to the original author/creator.

#### 4.1 GWLW's Online Safety Commitments

In identifying the potential risks of digital media use, especially for children and young people, GWLW commits to the following protective practices:

- GWLW will protect the privacy of children and young people by not sharing/ allowing a user to share their personal information on our digital platforms. The Policy and Communications Officer will review all content before it is published on GWLW's digital media platforms.
- GWLW will monitor all content, videos, images and comments posted on our page to ensure that our followers, including children and young people, are not exposed to content that is a risk to their health or safety, including material that amounts to bullying, psychological or emotional violence, coercion, harassment, sexual harassment, aggressive or abusive comments or behaviour, and/or unreasonable demands or undue pressure.
- GWLW will protect children and young people who make use of technology while in our care (for example at a community event) by reporting any observed or suspected risks or unsafe practices.<sup>5</sup>
- GWLW will ensure our initiative is operating in line with the values and principles of Collective Impact and Deep Democracy.
- GWLW will provide its Leadership Group, Action Group Members and Backbone Team with our policy and procedure information regarding online safety and inform them on how to respond to online incidents through our Digital Media Response Matrix.

#### 5. GWLW'S ONLINE GOVERNANCE, ROLES AND RESPONSIBILITIES

GWLW is committed to transparent ways of working and being accountable to the community. This will be achieved by ensuring that members of our online community, including children and young people, are aware of who manages our digital media accounts and who to contact if they have any concerns about the running of our accounts.

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<sup>5</sup> All GWLW Members are treated as mandatory reporters and must report, using the reporting process, any concern for the well-being of a child or young person, including the following:

- Disclosure by a child or family member or observations of the indicators, of harm.
- Allegation, suspicion or observation of inappropriate behaviour by a representative or partner staff.
- Breach of policy caused by process failure.
- Accidental harm or other child-safety concern.

<b>Governance tasks</b>	<b>People responsible</b>
Posting and scheduling content	Policy and Communications Officer
Follower messaging and commenting approval	Policy and Communications Officer, Community Engagement Facilitator
Incident response/ monitoring	Policy and Communications Officer, Executive Officer
Community inquires	Policy and Communications Officer, Executive Officer, Community Engagement Facilitator
Digital brand guidelines	Policy and Communications Officer

GWLW’s live digital media platforms will be monitored daily, Monday to Friday. Activity notifications are sent to the GWLW email ([grow\\_well\\_live\\_well@outlook.com](mailto:grow_well_live_well@outlook.com)), and to admins who monitor GWLW’s Facebook page whenever there is any activity on GWLW’s page. These notifications ensure that the page is monitored effectively.

**5.1 GWLW’s Member Responsibilities**

GWLW Backbone team and Members who manage GWLW’s digital media accounts or who engage with GWLW content on their personal accounts must acknowledge the following:

- GWLW Members should participate in digital media in ways that demonstrate respect for the dignity of all human beings, and do not bring GWLW into disrepute or imply GWLW endorse personal views.
- If members identify their affiliation to GWLW online, their social media activities should be consistent with GWLW’s high standards of professional conduct e.g. be professional – inappropriate content sharing, language or behaviour reflects poorly on GWLW.
- GWLW Members are encouraged to work within the principles of Deep Democracy when engaging with digital media and to ensure that all public discussions and material should be family friendly and respectful of a diversity of opinions.
- GWLW does not allow the ‘friending’ or ‘following’ of community members under the age of 18 years-old on digital media accounts, including; personal social networking accounts, personal website/ blog URLs, online image storage sites.

- To ensure GWLW's high standards of professional conduct and maintain professional boundaries, GWLW Members are asked to use their professional judgement if 'friending' or 'following' members of the community who are over the age of 18 on social media. However, GWLW recognises that as a community organisation working closing with the community, there may be circumstances where GWLW Members have prior relationships with people in the Palmerston community/ friendships may form.

## **6. INFORMATION FOR GWLW'S DIGITAL MEDIA FOLLOWERS**

### **6.1 Policy of engagement for users across GWLW's digital media platforms:**

- All discussions and material on our sites should be family friendly and respectful of a diversity of opinions.
- GWLW does not tolerate trolling or posting deliberately disruptive statements and we ask that conversations on our pages are respectful of other people's views.
- Posts and comments should not be discriminatory or attack individuals on the basis of their race, ethnicity, religion, gender, disability, sexual orientation or political beliefs. Any comment meant to harass, threaten or abuse an individual will not be tolerated.
- Users are encouraged to protect their own privacy when engaging across our digital media platforms and be cautious when communicating with strangers online. Users are encouraged to notify the GWLW Backbone Team of inappropriate behaviour on our platforms.
- We expect that users comply with the policies specified by the digital media services they are using (e.g. Facebook/Instagram's policies), which includes age restrictions.
- We do not accept any form of bullying or actions intended to offend other users on our digital media platforms. If a user is found to engage in bullying behaviours of any kind, they will be banned from our digital community.
- We do not accept links or comments containing sexually explicit content. Tagging or sharing of offensive images and messages will not be tolerated and will be removed immediately and the user will be banned from our digital community.

Please note that the breach of this policy may lead to users being blocked from GWLW's digital media platforms. If a user is in breach of any law, legal action may be taken by GWLW or concerned third parties.

## 6.2 Reporting Errors and Offences

GWLW will monitor our digital media pages closely. However, from time to time, errors occur and things go wrong. If members of our online community spot an error, please notify GWLW's Policy and Communications Officer via phone or email (see details below). GWLW will review the situation and take the appropriate actions.

### Policy Review Disclaimer

GWLW's Digital Media Policy is subject to review as our circumstances change. GWLW Leadership Group members and Backbone Team staff will review this policy on an annual basis to ensure that it complies with the current Australian legislation and needs of our initiative.

### Contact details

If you have any digital media enquiries or questions regarding this policy, please contact GWLW Backbone Team's Policy and Communications Officer, Ella Delarue:

Email: [ella.delarue@savethechildren.org.au](mailto:ella.delarue@savethechildren.org.au)

Phone: 0439038491

Version	Date	Comments	Author	Approved by TLG	Next Review Date
3	20/09/21	Annual review process	Ella Delarue	27 September 2021	September 2022