Animal Care Australia

Social Media Policy 2025

“Animal welfare is animal care”

Animal Care Australia Social Media Policy

This Policy sets the formality and guidance to the Animal Care Australia (ACA) Committee, Team members and volunteers on appropriate and responsible use of social media and other online platforms.

It is intended that this Policy will operate as a living document, which will be improved upon as policy is updated.

We encourage all stakeholders (applicants, associations, and members) to feel comfortable in raising issues regarding this Policy, with a view to clarifying policy to improve the administration of the organisation.

Animal Care Australia Incorporated – INC1801209

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Information relating to Animal Care Australia can be found on our website at: animalcareaustralia.org.au

Postal address: PO Box 314 Macarthur Square Post Office NSW 2570

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Document development:

Version 1 of this Code was approved by the Animal Care Australia President as an extension to the Communications Policy on: 17th June 2025

Version 2 of this Code was approved by the Animal Care Australia President as an extension to the Communications Policy on: 17th September 2025 – integrated approved hashtags and steps for posting approvals.

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1. Purpose

This policy provides guidance to the Animal Care Australia (ACA) Committee, Team members and volunteers on appropriate and responsible use of social media and other online platforms. It aims to ensure Animal Care Australia's reputation is managed in public forums and that all communications reflect our commitment to promoting and encouraging respectful advocacy. It also aims to ensure that risks that may arise are monitored and managed accordingly.

To this end, the policy provides guidelines for the Animal Care Australia Committee, Team members and volunteers to ensure communications in social media are appropriate in tone and content.

2. Scope

This policy applies to:

- Animal Care Australia Committee members, Team members and volunteers
- All official Animal Care Australia social media platforms (eg Facebook, Instagram, YouTube, TikTok, BlueSky, X, & LinkedIn) including use via Buffer.
- Participation in external online forums, comment sections and discussions where the individual may be perceived as representing Animal Care Australia.

This policy is not restricted to the platforms mentioned above but encompasses social media in its broadest sense.

3. Animal Care Australia principles guiding social media

All social media activity by Animal Care Australia representatives must reflect the organisation's values and code of ethics. The following principles should guide social media use:

- Animal welfare must always be paramount
- Integrity – always act with honesty, objectivity, openness and courage of conviction
- Respect diversity
    - contribute to an Association which actively encourages and promotes cooperation, trust and support among its community: free from prejudice, victimisation, harassment and bullying
    - respect the rich diversity available within the animal hobbyist community and embrace the differing levels of ideology, focus and approach
- Celebrate success – actively work with Animal Care Australia's community towards our shared goals and pursuits.

4. Official Animal Care Australia social media content

Any posts, articles, media releases or other announcements to be shared on behalf of Animal Care Australia via the official Animal Care Australia social media platforms are to be approved via the Social Media Approval Group on Facebook. When placing final drafts in the Group remember to tag @everyone.

- Authorised posting: only those authorised by the Animal Care Australia Executive can publish posts
- Authorised spokesperson: only those authorised by the Animal Care Australia Executive can respond to posts/comments on Animal Care Australia's behalf or speak as official representatives.
- Tone, language and style: all content should be constructive, respectful, professional and aligned with Animal Care Australia's advocacy approach.

5. Content development and posting process

The following process should be followed when producing and posting Animal Care Australia social media content:

1. Identify or receive topics suitable for social media
2. Create draft content
    a. **Design**: all social media posts must be accompanied by:
        i. the organisations logo and where possible the tagline: 'Animal welfare is animal care' Logo should be easily distinguishable from the background.
        ii. predominantly use colour themes of black, white, grey, and;
            - orange: R:243 G: 124 B: 0
            - gold: R 192 G 145 B: 0
            - dark gold: R 128 G:96 B: 0.

    b. Tagging: When posting ensure to include the following tags:

        - **General tags:**

    #AnimalCareAustralia #EducateNotRegulate #AnimalWelfareIsAnimalCare #AnimalWelfare #ResponsiblePetOwnership #MakeADifference #VolunteerToday #pets #animals

        - **For Instagram & Tiktok – add:**

    #foryoupage #fyp

        - **Specifically for Instagram:**

    #reels

        - **For fact or Did You Know posts:**

    #DidYouKnow #MythVsFact #LinkInBio

    c. **Additions to Facebook and Instagram** posts where appropriate:

        - Join ACA today: https://www.animalcareaustralia.org.au/join/
        - You can donate to us here: https://www.animalcareaustralia.org.au/donate-to-aca/

3. Submit proposed content, including any photos, images, graphics or videos, for review to the Social Media Approval Group (Facebook). This should include the specific social media platforms where the content is intended to be posted. When placing final drafts in the Group remember to tag @everyone.
4. It is considered that following 48 hours of placement in the Social Media Approval Group the post has been approved. Note and make appropriate edits as requested by the Committee during that 48 hour period.

   NB: If the post is urgent OR proposed edits are confusing/contradictory, seek permission to schedule or post from Animal Care Australia's President.

5. Schedule or publish the post.
6. Monitor and track post metrics and moderate for comments.
7. Refer any comments requiring reply or removal to Animal Care Australia 's President.

Note: Delegates wishing to have posts shared in Animal Care Australia social media platforms must first share that post in the Facebook Committee Group or the Social Media Approval Group, accompanied by the question: "Public Page?". If no objections are received after 24 hours, the post will be shared.

6. Representing Animal Care Australia's public positions

Only an authorised spokesperson can speak to or comment relating to the position or policy of Animal Care Australia. When commenting, the spokesperson must:

- **Ensure alignment with Animal Care Australia's official position** as outlined in our submissions, media releases, and policy statements.
- **Avoid sharing personal views that conflict with Animal Care Australia's stance** where those views may be interpreted as representing Animal Care Australia.
- **Consult the Animal Care Australia President** if unsure about the organisation's position or whether any comments might be viewed as conflicting.

These actions will help Animal Care Australia to maintain a consistent and credible voice in public forums.

7. Personal use of social media

- You must not share confidential information or views on issues where Animal Care Australia's position has not yet been formally determined
- You must not publicly criticise Animal Care Australia, its members and supporters in a way that could harm Animal Care Australia's reputation or relationships.
- Your posts should always remain respectful, even when disagreeing with others, particularly if participating from your personal account on an Animal Care Australia post.

8. Responding to comments and messages

- Do not engage in online arguments on behalf of Animal Care Australia.

- Refer any controversial, negative, bullying, hostile or offensive comments received on Animal Care Australia's platforms to the Animal Care Australia President.
- Do not respond publicly to misinformation about Animal Care Australia — report it to Animal Care Australia's President immediately for coordinated follow-up.
- Inappropriate content or comments on Animal Care Australia's social media pages, such as threatening, insulting and illegal comments or swear words should be removed, where you can. If you cannot remove it, report it to the platform and to the Animal Care Australia President for follow-up with the media platform.

9. Non-compliance with this policy

- Animal Care Australia may request the Committee member, volunteer or delegate to remove the content
- A formal discussion may be required.

10. Support and questions

For clarification on any part of this policy, or to check Animal Care Australia's public position on a topic before commenting, please contact, Michael Donnelly on: president@animalcareaustralia.org.au