



Lifeline Australia

Social Media and Website Guideline

Version 1.0

Release Date: October 2023

Review Date: October 2025

Owner: National Manager, Marketing & Content

Table of Contents

Introduction	3
1.1 Purpose	3
1.2 Scope	3
1.3 Audience.....	3
1.4 Related documents.....	3
2. Background.....	4
3. Guiding principles	4
4. Definitions	4
4.1 Official use	4
4.2 Personal use.....	4
4.3 Naming conventions	4
4.4 Naming conventions	5
4.5 Personal accounts	6
5. Permissions	6
5.1 Lifeline Australia	6
5.2 Centres.....	6
5.3 Individuals.....	6
6. Inappropriate use	6
7. Policy Breach.....	7
8. Delegations.....	7
8.1 Lifeline Australia	7
8.2 Centres.....	7
8.3 Others.....	7
8.4 Parent Brands/Members	7
9. Crisis support through social media	7
10. Complaints through social media.....	7
11. Deleting posts.....	8
12. Contact us	8

© The copyright in this document is the property of Lifeline. Lifeline supplies this document on the express terms that it shall be treated as confidential and that it may not be copied, used or disclosed to others for any purpose except as authorised in writing by this organisation.

Introduction

1.1 Purpose

This guideline provides all Lifeline employees, volunteers and supporters with the mandatory corporate requirements and guidance to practically apply, develop and manage any Lifeline website and/or social media channels.

This document establishes guidelines and processes to best manage website and social media communications with the best interests of the Lifeline brand and reputation in mind and in adherence to the Brand and Communication Guidelines and Trademark Licence Agreements.

1.2 Scope

Websites required to adhere to this guideline include those using any form of the Lifeline brand. This includes any website promoting a Lifeline Centre, shop, service or campaign and is developed by or on behalf of Lifeline Australia, a Lifeline Centre, Lifeline Shop, volunteer or third party (e.g. Corporate Partner).

Social media includes websites and applications that enable users to create and share content or participate in social networking.

Examples include:

- Facebook
- Twitter
- YouTube
- LinkedIn
- Instagram
- Tik Tok
- Forum sites (Reddit, etc)
- Sites including user participation and user-generated content (UGC).

1.3 Audience

This guideline applies to everyone who is employed by, volunteers for, or represents Lifeline.

1.4 Related documents

Title
Lifeline Brand and Communication Guidelines
Lifeline Social Media Generic Responses

2. Background

Lifeline has a well-established digital presence and an extensive social media footprint across the network. Digital channels are currently used to complement existing communication and marketing activities, providing considerable opportunity to increase awareness and utilise innovative technology to reach more help seekers and supporters.

3. Guiding principles

This guideline sets the parameters and outlines the expected behaviour for people who do not officially represent Lifeline online, but could, through their behaviour, impact the reputation of Lifeline, our brand and our services.

Lifeline employees, volunteers and supporters are encouraged to participate in social media. Whenever Lifeline employees, volunteers or supporters are interacting on social media or developing a website, whether in an official or personal capacity (see section four (4) for definitions), the following guiding principles must be adhered to;

- I will not criticise clients, colleagues, Lifeline or related Government policy
- I will respond to others' opinions respectfully and professionally
- I will not do anything that breaches my terms of employment
- I will not harass, bully or intimidate
- I will acknowledge and correct mistakes promptly
- I will disclose conflicts of interest where I am able
- I will not knowingly post inaccurate information
- I will link to online references and original source materials directly
- I will be polite, considerate and fair
- I will always ensure my activity does no harm
- I will champion Lifeline and its services.

4. Definitions

4.1 Official use

Official use is when an employee, volunteer or supporter is using social media as a representative of Lifeline with permission from their appropriate delegate.

Posts from an official '*Lifeline*' account, i.e. not a distinct individual person must:

- comply with Lifeline's ethics and the guiding principles stipulated within section three (3) of this guideline
- implement the naming conventions outlined in the Lifeline Brand and Communication Guidelines
- do no harm
- not promote individual staff and/or volunteer businesses, personal financial ventures, or individual political candidates, preferences or parties.

4.2 Personal use

Personal use is when an employee, volunteer or supporter is using social media or developing digital content in a personal capacity rather than officially representing Lifeline.

Should a personal website or social media account bear an affiliation to Lifeline in any capacity or that individual can be traced back to the organisation through their online presence these accounts must:

- comply with Lifeline's ethics and the guiding principles stipulated within section three (3) of this guideline
- do no harm
- not promote individual staff and/or volunteer businesses, personal financial ventures, or individual political candidates, preferences or parties.

Under no circumstances should crisis support be offered via personal accounts. Social media is not an official or endorsed crisis support service. Identifying yourself or using your skills as a crisis supporter via individual accounts is prohibited. Generic help seeking messages or re-post content from Lifeline Australia must be used on social media channels. For examples of appropriate messaging, refer to Lifeline Social Media Responses.

4.3 Naming conventions

All uses of the Lifeline trademark online and in social media must be differentiated based on geographical

location to ensure the public can find and obtain information most relevant to them.

For example:

Facebook:

- Forster Lifeline Shop
- Lifeline Shop Newcastle and Hunter
- Lifeline Shop Ipswich
- Lifeline Treasures Gold Coast
- Lifeline Midcoast
- Lifeline Vintage South West Victoria.

Twitter:

- @Lifeline_ACT
- @Lifeline_BrokenHill
- @Lifeline_TopEnd.

Website domain names:

- www.lifelinealburywodonga.org.au/Lifeline_OpShop.php
- www.lifeline-h2h.org.au/bookfair.html.

The Lifeline Trade Mark Licence Agreement (refer to section 3.3 (b) below) outlines the requirement when registering a new Centre or Retail Outlet social media account or website domain name, for prior written permission from Lifeline Australia to be obtained.

Section 3.3 reads:

The Licensee must not:

(b) except with [Lifeline Australia]'s prior written consent, apply for registration...of any trademark, domain name, business name or company name that incorporates signs, logos or words the same as, substantially identical or deceptively similar to the Trademarks.

Written permission is required to ensure:

- consistency across naming conventions to differentiate Centres/services based on geographical locations (if a generalised name is used by a particular Centre i.e. Lifeline Shop this does not help the public find their local Lifeline Shop)
- centres are not disadvantaged by another Centre securing a generalised domain or social media account name like Lifeline Shop, Lifeline Vintage etc that does not distinguish them locally from other Centres, who may be offering a similar/identical service and indirectly competing.
- using localised identifiers like a Centre name also ensures members of the public utilising search engines like Google will find their most relevant local Centre/service.

Generalised products or services, social media accounts/domain names like Lifeline Shop, Lifeline Vintage, Lifeline Retail, Lifeline Op Shop, and Lifeline etc are to be used to represent these services/products/brands on a national scale only and the relevant registrations of these accounts are established by Lifeline Australia only.

4.4 Naming conventions

An official account (blog, website, social media account) that represents Lifeline should stipulate this within its biography page or account description. An official social media page and the development of a new website must be sanctioned by the Lifeline Australia National Manager, Marketing and Content, Centre Manager or their designated delegate. The account must carry the following, or a version of the following statement:

"This is the official account/page/etc for Lifeline WA/Melbourne/etc" followed by a brief description of Lifeline and the purpose of the account relating to the particular social media platform. For example, on twitter, it might say *"Lifeline Canberra is a crisis support organisation and uses this account to promote help seeking messages within the community"*.

4.5 Personal accounts

Unofficial, personal accounts can be set up by employees, volunteers or supporters of Lifeline and an affiliation to the organisation identified if the following is undertaken:

1. should stipulate that the opinions expressed are the persons' own, and not that of Lifeline.
2. should state a disclaimer that reposting, 'likes', retweeting, etc do not represent the views of Lifeline.

For example; twitter/Instagram bio: *"Likes apples and fishing, interested in politics and the news, works for Lifeline, opinions my own, RTs not endorsement"*.

5. Permissions

5.1 Lifeline Australia

Within Lifeline Australia, the Content and Social Media Specialist is responsible for all official use of Lifeline social media and websites as defined in section 4.1.

Personal use as defined in section 4.2 is up to the individual employee, volunteer or supporter, however individuals will be held accountable for their actions on social media, and will be disciplined if required, according to the relevant policies and codes of conduct of their respective Lifeline Centre and individual employment agreements.

5.2 Centres

Lifeline Centres have jurisdiction over their digital operations including social media. However, Centres have an obligation to the Lifeline Member network to ensure they comply with this mandatory guideline and ensure they keep Lifeline Australia abreast of any new websites being developed or social media platforms they are active in. Centres have a responsibility to ensure that social media is maintained, that is in line with [Australian consumer laws](#) and that staff are adequately trained to use this medium.

The National Marketing Team at Lifeline Australia are happy to help, provide advice and assistance in relation to social media and website best practice via marketing@lifeline.org.au

5.3 Individuals

Employees, volunteers, or supporters of Lifeline do not have permission to post content on official Lifeline sites. They can, however, repost, retweet etc Lifeline posts, material, or comment without substantial or meaningful change as part of showing their affiliation or support for the organisation.

6. Inappropriate use

Inappropriate use of social media includes, (but not limited to);

- conducting private business using Lifeline websites or social media channels
- using discriminatory, defamatory, abusive or otherwise objectionable language
- stalking, bullying, trolling or marginalising any individual or group
- accessing or uploading pornographic, gambling or illegal content, including extreme images of graphic content (blood and gore etc) or information regarding activity relating to firearms, bombs, terrorism etc
- accessing sites that promote hatred or extreme/fundamental beliefs and values
- direct political affiliation, unless an individual is running for election (but only on a personal account)
- excessive debate on public policy, in particular surrounding the mental health and suicide prevention arena (unless in an official capacity)
- uploading or sharing information of a confidential nature, especially in regards to Lifeline callers, services or stakeholders
- hacking or attempting to infiltrate the systems of Lifeline or another organisation
- criticising or denigrating Lifeline, or other organisations, and our/their employees, volunteers or supporters
- activity that interferes with work commitments
- activity that uses excessive bandwidth, either uploading or downloading, within the Lifeline ICT network
- paid endorsement of any kind, including in kind services or gifts
- activity that brings Lifeline or the person's professionalism or ability to act in a professional manner into disrepute.

It is the duty of everyone affiliated with Lifeline to alert both the Lifeline Australia Marketing team, National Member Relations Team, and Centre Manager, to any inappropriate content they may come across.

7. Policy Breach

Misuse of social media or any digital channel can have serious consequences for Lifeline, and misuse may have serious consequences in terms of disciplinary action for staff and volunteers. Centres and Lifeline Australia are responsible for ensuring adherence to this mandatory guideline by their staff and volunteers. This includes undertaking appropriate risk assessment and performance management or disciplinary action, of any suspected or identified breach.

In the event of serious misconduct, disciplinary action up to and including summary dismissal may occur.

8. Delegations

8.1 Lifeline Australia

The Content & Social Media Specialist and the National Manager, Marketing and Content have primary delegation over website and social media development and management by Lifeline Australia.

8.2 Centres

The Centre Manager has delegation for all official social media activity undertaken by the Centre, with a secondary delegation falling to either their official communications personnel or their Board Chair.

8.3 Others

Individuals who undertake personal activity in social media channels are expected to self-moderate and use a commonsense approach, always ensuring they are in line with the requirements of this social media guideline. Advice can be sought from the National Marketing Team at Lifeline Australia.

8.4 Parent Brands/Members

Auspiced brands that run Lifeline services can have official Lifeline accounts. These accounts are not to be used for the direct promotion of auspiced brand business or parent brand activity. Endorsement is acceptable, so long as the association between the two parties is clear and articulated. Lifeline Australia maintains the right to request the suspension of the official Lifeline account run by the auspiced brand if these requirements are not adhered to. Lifeline Australia also maintains the right to request material be removed from any website or social media channel if these requirements are not adhered to.

9. Crisis support through social media

It is currently not acceptable or appropriate for Lifeline to undertake crisis support through social media channels. Social media is a communication and engagement channel and currently sits outside the CARE framework and is not resourced or monitored 24/7. For this reason, official social media accounts, blogs or pages should direct help seekers to relevant services and clearly communicate the following, or a similar message.

“Lifeline does not monitor this account/page/blog 24/7 and we are unable to provide crisis support through this medium/blog/platform/account/etc. Crisis support is available 24 hours by calling 13 11 14, texting 0477 131 114 or via webchat at lifeline.org.au/crisis-chat/”

In the case where crisis outreach occurs through a social media platform, please refer to the social media guidelines, [Lifeline Social Media Generic Responses](#) document for suggested responses and guidance.

10. Complaints through social media

Complaints or negative comments regarding Lifeline will occur through social media channels. Both official and personal users of social media are discouraged from arguing or refuting complaints or negative feedback through social media channels. This behaviour can antagonise or fuel further attacks on Lifeline's services, brand and/or reputation.

In the event of a complaint or negative comment about Lifeline it is important to respond to the comment as soon as possible but respond with a generic message. Refer to Lifeline Social Media Generic Responses for example responses to varying complaints.

11. Deleting posts

Social media is fluid, two-way, busy, and often self-regulating. Social media can be used to disseminate information but should be considered a form of two-way communication and a vehicle to listen to 'wider' community views. Organisations that heavily control content on their social media pages, blogs and accounts, mostly through the deletion of questionable or disapproving content, significantly reduce the impact and usefulness, of social media as a channel for information distribution.

Lifeline will not delete posts that are complaints, or negative, except when they breach any of the conditions outlined for employees, volunteer and supporters in the 'inappropriate use' section six (6) above.

12. Contact us

For any questions about applying this mandatory guideline or require any advice, contact the **Lifeline National Marketing Team** at marketing@lifeline.org.au.