



## SOCIAL MEDIA CONTENT POLICY

This policy aims to provide clear guidelines for MTA's use of its Social Media Platforms, being: Facebook – MTA Corporate, Facebook - Apprenticeships, Twitter, Flickr, YouTube and LinkedIn.

The policy will also provide clear guidance for users on what to expect and what will not be tolerated on the Facebook Pages and in the Twitter community.

### FACEBOOK

We encourage open conversation and ask you to respect our community members by following a few simple guidelines:

1. Please be respectful of other users and their opinions. Do not harass, abuse, threaten or make personal attacks against others.
2. Any inappropriate, inflammatory, offensive, repetitive, or unlawful comments will be deleted.
3. Do not disclose any personal or sensitive information about yourself or others on this page. And do not disclose any confidential information, or infringe the intellectual property rights, of others.
4. Employees, contractors or supplementary labour of MTA who use this site must ensure they comply with all obligations contained within our relevant policies and obligations.
5. Do not spam us by posting requests, offers or appeals (or reposting those of others), or by posting anything else that could be considered spam.
6. Do not link to other Facebook pages, or to any non-government or off-topic pages. We do not have the time to check the content of links, so any such links will be removed at our discretion.

Any comment which we deem not to comply with these guidelines will be subject to deletion. If you repeatedly breach these guidelines you will be banned from this page.

Opinions posted by users of this page do not reflect those of Motor Trade Association of South Australia.

### Disclaimer

Although MTA takes care in providing the content for our social media sites, the information or data we provide on these sites is on an "As is, As Available" basis. We do not guarantee that the information or data is accurate, complete, current, or that it is free from defects, malicious code (such as viruses) or from other contamination.

Use of our social media sites is at your own risk. MTA does not accept any liability to you if you incur any loss or damage (however caused) in connection with the use of, or reliance upon, any content on our social media sites (or any website that our sites may link to).

MTA may not have any control over content contained on other websites. Should MTA's social media sites link to any other site or follow any other account, this does not mean that we endorse or approve of that site, the account, its operators, or any particular content on that site.

## PRIVACY COLLECTION NOTICE

MTA views the privacy of personal information as a very important issue.

Your name, profile name, location, comments, messages and replies are collected by MTA for the purposes of attending to your enquiries, maintaining records of correspondences and for statistical purposes. We may use this information for coaching and development and quality control. No other personal information is collected by MTA from social media sites.

Your personal information will generally not be given to any other person or agency by MTA unless you have given us permission or we are required or authorised to do so by law. In limited circumstances we may disclose personal information in the ordinary course of operating our business. Any such disclosures will be on a confidential basis. However, depending upon your own social media privacy settings, by participating in MTA social media sites, note that you may be making your personal information accessible to people or to organisations that access social media sites in Australia and overseas.

You may apply to obtain access to the personal information that MTA holds about you by contacting us in writing at Level 1, 81 Greenhill Road, Wayville SA 5034 or email [mta@mta-sa.asn.au](mailto:mta@mta-sa.asn.au). We will comply with any such request to the extent it is required by the Privacy Act. There will be no fee for making such a request; however we may charge you a small administrative fee for providing access to your personal information.

Please also refer to the appropriate social media site's (e.g. Facebook) privacy policy for how your personal information is stored, shared and protected. We recommend you regularly review and select appropriate privacy settings.

MTA may vary anything in the above from time to time, and you should ensure you check regularly for any updates.

## TWITTER

The MTA Twitter account is managed by the Communications team on behalf of all MTA departments. Where appropriate MTA Staff will identify themselves as the owner of a message by adding ^ (Initials)

We will update and monitor our Twitter account during business hours, Monday to Friday 8:30am – 5pm (SA time).

If you follow us, you can expect from one to a handful of tweets in a working week covering some or all of the following:

- New services
- Events and activities
- Our sponsorship and community partners
- Alerts about content on our website such as:
- New initiatives
- Our latest news
- Media releases
- Careers at MTA

Our aim is to join the conversation on Twitter and invite feedback and ideas from our followers, but we may not be able to reply individually to all messages we receive via Twitter.

Our social media team reads all @replies, @mentions and Direct Messages on Twitter and we ensure that any emerging themes or helpful suggestions are passed to the relevant people at MTA.

We encourage open conversation and ask you to respect our community members by following a few simple guidelines:

1. Please be respectful of other users and their opinions. Do not harass, abuse, threaten or make personal attacks against others.
2. Please do not engage with us with inappropriate, inflammatory, offensive, repetitive, or unlawful comments.
3. Do not disclose any personal or sensitive information about yourself or others. And do not disclose any confidential information, or infringe the intellectual property rights, of others.
4. Employees, contractors or supplementary labour of MTA who engage with us on Twitter must ensure they comply with all obligations contained within our Social Media Policy.
5. Do not spam us by tweeting requests, offers or appeals, or by posting anything else that could be considered spam.

We will not respond to any Twitter user, and we may block and report those users, who repeatedly send @replies, @mentions or Direct Messages that do not meet these guidelines.

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