



Social Media Policy & Procedure

1. Preamble

1.1 This policy describes the appropriate use of the BBBfm 89.1 social media accounts expected from all volunteers. The purpose of the Social Media Policy is to clearly define the way the BBBfm 89.1 social media accounts may be used by presenters, particularly to promote programs and interact online with listeners. The policy sets out social media procedures.

2. Aim

2.1 The aim of the BBBfm 89.1 Social Media account use is to promote diversity and encourage community participation in BBBfm 89.1. The content on social media accounts is to be kept fresh, light and informative about music, events and news.

2.2 This policy replaces any previous policies relating to the BBBfm 89.1 Facebook and Instagram accounts.

2.3 Violations of this policy may result in disciplinary action, including removal from volunteer duties.

3. Definitions

A *social media post* is any piece of content—such as text, images, videos, links, or audio—shared on a social media platform (eg. Facebook, Instagram, X/Twitter, TikTok, or LinkedIn). These posts are typically intended to inform, entertain, engage, or communicate with an audience.

A *hashtag* is a word or phrase preceded by the # symbol (e.g., #CommunityRadio). It is used on social media platforms to categorize content and make it easier for users to find posts on specific topics.

A *link (or hyperlink)* can a clickable URL (e.g., <https://bbbfm.com>) that directs users to another webpage, video, document, or resource or a link to another social media account. A social media post linking to another account is a post that includes a direct mention or tag of another user or organization's social media handle (e.g. @bbbfm891communityradio). This creates a clickable link that leads to the mentioned account's profile.

Scheduling a social media post means creating content in advance and setting a specific date and time for it to be automatically published on a social media platform. This is typically done using scheduling tools or platform features to ensure consistent and timely communication.

Reposting /sharing on social media refers to the act of sharing someone else's existing post to your own account or page. This can be done by using built-in platform features (like "Share," "Retweet," or "Repost") or by manually copying and crediting the original content.

Live streaming is the act of broadcasting video and/or audio content in real time over a social media platform (eg. Facebook Live). It allows viewers to watch and interact with the broadcast as it happens, often through comments, reactions, or live chat.

4. Policy

4.1 Individual presenters

4.1.1 Individual presenters who have completed induction are to be offered access to the BBBfm 89.1 social media accounts to post and schedule information **relevant only to** and **relating entirely to** their own allocated on-air program(s).

4.1.2 Presenters are encouraged to interact on the BBBfm 89.1 social media accounts while on-air and respond respectfully to questions raised, or comments posted, by BBBfm 89.1 listeners.

4.1.3 The BBBfm 89.1 Program Committee reserves the right to make alterations or delete any material that is deemed offensive or not relative to BBBfm 89.1 culture and status; or in breach of the ACMA Broadcast Codes of Practice (2025) – Code 4.

4.1.4 Essentially, social media material that is likely to stereotype, incite, vilify, or perpetuate hatred against, or attempt to demean any person or group, on the basis of ethnicity, nationality, race, language, gender, sexuality, religion, age, physical or mental ability, occupation, cultural belief or political affiliation is not to be posted.

4.1.5 The requirement is not intended to prevent the broadcast of material which is factual, or the expression of genuinely held opinion in a news or current affairs program or in the legitimate context of a humorous, satirical or dramatic work. When assessing context, including in relation to the assessment of complaints, factors to be considered will include the nature of the content including its genre, subject matter and editorial purpose, and our community interest.

4.1.6 Individual presenters will also be offered the opportunity to be a member of the BBBfm 89.1 Social Media Sub-Committee.

4.2 Social Media Sub-Committee

4.2.1 Presenters who have access to BBBfm 89.1 social media accounts will be offered the opportunity to be a member of the Social Media Sub-Committee.

4.2.2 The Social Media Sub-Committee is a dedicated group of volunteers responsible for overseeing and guiding the station's presence across all BBBfm social media platforms. This sub-committee works under the direction of the Program Committee.

4.3 Social Media Sub-Committee Roles and Responsibilities

- Strategic Oversight
 - Develop and maintain a social media strategy aligned with BBBfm 89.1's mission and community values.
 - Ensure consistency in style, tone, and messaging across platforms.
- Content Planning and Coordination
 - Create and manage a content calendar that includes show promotions, community events, volunteer highlights, and station news.
 - Coordinate with presenters and program teams to gather content ideas and assets.
- Policy and Compliance
 - Ensure all social media activity complies with the station's Social Media Policy.
 - Monitor for any breaches of policy or inappropriate content and take appropriate action.
 - Provide guidance and training to volunteers on best practices and responsible posting.
- Community Engagement
 - Foster positive interaction with listeners and the broader community.
 - Respond to comments, messages, and feedback in a timely and respectful manner.
 - Promote community events and initiatives that align with the station's values.
- Volunteer Support and Development
 - Encourage and support volunteers who wish to contribute to social media.

- Offer training sessions or resources on content creation, platform use, and digital etiquette.
- Recognize and celebrate volunteer contributions to the station's online presence.

4.4 Social Media Procedures

4.4.1 Individual presenters

1. Individual presenters are encouraged to schedule a social media post about their program at least 1hr prior to being on air.
2. Presenters may schedule **one** post a day prior to their program.
3. Presenters are encouraged to use hashtags and links to other social media accounts unless doing so breaches Code 4 of the ACMA Broadcast Codes of Practice (2025).
4. Presenters **must not** promote personal social media accounts, either on BBBfm 89.1 social media or while on air.
5. A presenter can 'pin' their Facebook entry at the top of the BBBfm 89.1 Facebook page during their allocated program and must 'un-pin' prior to the end of their show, allowing newer content to appear at the top of the BBBfm 89.1 Facebook page.
6. When posting a social media comment on other BBBfm 89.1 programs, presenters are to use their own personal accounts, i.e. not post as BBBfm 89.1
7. If a presenter is aware they are to conduct an on-air interview (live in the studio, pre-recorded or by telephone) they are encouraged to schedule a social media post, or notify a member of the Social Media Sub-Committee, about the interview prior to commencement of the program.
8. All personal images placed on the BBBfm 89.1 social media must have prior approval of the person photographed at the time. Explicit material may not be published as per the ACMA Codes of Practice (2025) – Code 4.
9. Presenters can live stream segments of their program to a social media account, however this cannot include pre-recorded music, sponsorship promos or performers playing covers. Presenters interested in live streaming original musical performances involving unsigned artists need to contact the Program Committee Coordinator to discuss the matter.
10. When a presenter resigns from BBBfm 89.1 they will automatically be removed from having access to BBBfm 89.1 social media accounts.

4.4.2 Social Media Sub-Committee

1. Members of the BBBfm 89.1 Social Media Sub-Committee
 - a. Shall liaise other BBBfm 89.1 presenters about developing social media program content on their behalf,
 - b. Can create and schedule social media posts about other BBBfm 89.1 programs,
 - c. Can share/repost content from other social media accounts, unless doing so breaches Codes 4 and 9 of the ACMA Broadcast Codes of Practice (2025).

4.4.3 Social media posts

All social media posts concerning BBBfm 89.1 programs should:

1. Have a clear Message: Keep the message concise and focused on the main purpose, such as promoting a show, event, or announcement.
2. Have a Call to Action: Encourage engagement by inviting listeners to take action (e.g., "Tune in at 6 PM, "Leave a comment").
3. Use Hashtags/Links: Tag/link relevant performers/bands, guests, or organisations using their social media handles to increase reach and engagement. Use relevant and appropriate hashtags to connect your post to broader conversations and improve discoverability.

4. Content (Text)
 - a. Maintain a friendly, inclusive, and community-focused tone that reflects the station's personality.
 - b. Use plain language and include image descriptions or alt text where possible to ensure content is accessible to all users.
5. Content (Visual (Images/Videos))
 - a. Use clear, well-lit, and relevant images or videos that support the message of the post.
 - b. Ensure visuals directly relate to the content being shared, such as a guest in the studio or a community event.
 - c. Incorporate the station's logo or colour scheme to maintain a consistent and professional visual identity.
 - d. Ensure all media used is either original, licensed, or shared with proper permission, especially when featuring people or copyrighted material.

Social media posts concerning Sponsors, Community Events and Charitable Organisations.

1. *BBBfm 89.1 Sponsors* will be entitled to one social media post per week including business logo and other relevant information.
One 'Thankyou to our Sponsors' social media post containing the sponsor business names will be scheduled per month.
2. *Local Government, Not-for-Profit, Charity and Community Events* will be posted/reposted by the Social Media Sub-Committee on the BBBfm 89.1 social media accounts if and when deemed appropriate, unless doing so breaches Codes 4 and 9 of the ACMA Broadcast Codes of Practice (2025).

Contacts

Individuals, who are unsure about the social media policy or the application of this policy, should contact the BBBfm Program Committee Coordinator for advice.

Amendments to this Procedure		
Date Approved	Item Number	Details of Amendment
9 July 2025	Full Policy	Adoption of this Procedure in its entirety