

AUSLAN CONNECTIONS

SOCIAL MEDIA GUIDELINES FOR INTERPRETERS



As the leading not for profit provider of language access services in Australia, Auslan Connections is easily recognisable in the Deaf community, and amongst the public.

As the public face of our brand, the ways in which Auslan Connections Interpreters conduct themselves at appointments is of great importance, and this responsibility to maintain positive public perception and affinity with the Deaf community extends to our interpreters interactions online.

With the growing proliferation of social media Auslan Connections accepts the inevitable interact and share important events and stories about their lives, including their lives as they relate to the Deaf community, and to Auslan Connections. Additionally, fostering a healthy online profile can be beneficial to our interpreter's personal and professional lifestyles.

This document outlines some guidelines for participating in the online community as well as some advice for utilising online tools to your, and the organisation's online presence. These guidelines can extend from traditional social media channels, to online discussions to emerging media and mobile channels.

If you have any queries or questions regarding these guidelines for operating as an identifiable employee of Auslan Connections please feel free to contact our team.

KEY PRINCIPLES

- Never speak on behalf of Auslan Connections, but feel welcome to discuss your connection to the organisation when presenting your personal opinion.
- The quality of our interpreters, their ethics and their integrity, is Auslan Connections most important commodity: Before writing or posting anything, consider any possible implications for Auslan Connections, its clients and importantly for you and your ability to continue to do your job and progress in your field.
- Never assume anonymity, privacy or that your professional life and your personal life will never merge in an online setting.
- Ensure you abide by the Code Of Ethics & Guidelines For Professional Conduct which underpin ASLIA membership:
 1. Professional accountability: Accepting responsibility for professional decisions and actions.
 2. Professional competence: Committing to provide quality professional service throughout one's practice.
 3. Non-discrimination: Approaching professional service with respect and cultural sensitivity.
 4. Integrity in professional relationships: Dealing honestly and fairly with participants and colleagues.
 5. Integrity in business practices: Dealing honestly and ethically in all business practices.

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GUIDELINES:



1. Be Transparent and accountable

When discussing Auslan Connections or Auslan interpreting related matters via social media you are encouraged to identify your role as a member of the extended Auslan Connections team to provide transparency for all involved. Auslan Connections is proud of the work of our interpreters, and proud of their standing with the Deaf community; it is not necessary to hide or obscure your work with us.

It is very important however to distinguish the difference between your opinion, and the official opinion of the organisation. Auslan Connections has a number of spokespeople who are authorised to speak on behalf of the organisation to the media and in online situations. These staff are well briefed on providing public commentary, and are up to date on the latest organisational stance. If you are not one of them you must make clear that you are speaking for yourself and not on behalf for the organisation.

Clearly demonstrating the separation between your opinions and those of the organisation must be achieved by prefacing all online commentary on related issues. In addition do not post 'assumptions' of the organisation's opinion even if they are prefaced as such.

Utilising social media and working with our staff to build recognition for Auslan Connections and the Deaf community is an important opportunity. However if staff are found to be inappropriately speaking on behalf of the organisation it may lead to this content with you directly as a human resources matter.

2. Demonstrate good judgement and common sense

Just as in face to face conversations, content posted on social media should be posted with good judgement and common sense. It is recommended that information shared on social media should pass a 'common sense' test to ensure that it isn't inflammatory to any potential party.

Our employees are entitled to their opinion; however, it is important to note that any content posted can reflect not only on you, but also back on Auslan Connections. If content posted on your social media accounts is deemed inappropriate, it may lead to Auslan Connections discussing this content with you directly as a human resources matter.

Avoiding inflammatory content extends beyond discussions that are directly related to the organisation, or the Deaf community. Any conduct that would not be considered appropriate in a modern workplace, or that may cause offence among any party reflects negatively on your employer.

3. Consider your community

It is important to be aware and understanding of the groups of people you have connected with on social media and the ways in which these groups are separated.

Regardless of the most rigorous categorisation or siloing of the varied groups you connect with online, there must always be an understanding that information may be seen by a wider audience than intended.

It is important that you are aware and mindful of how information you post could be interpreted and understood by your all potential networks; do not alienate, or target any specific group or individual in a way that could be interpreted negatively.

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4. Maintain your commitment to confidentiality and privacy

An interpreter's day to day work is guided by the ASLIA Code of Ethics which encompasses confidentiality and privacy. These principles do not exclude social media and elements of any interpreting appointment must remain confidential, and the circumstances around any appointment must not be disclosed on your personal social media channels.



The need for confidentiality extends to details regarding Auslan Connections itself. Discussion regarding future projects for the organisation, pricing decisions and financial results of any type is not appropriate.

5. Consider the positive potential of your social channels

Social media is a channel that Auslan Connections uses to connect and communicate information to the Deaf and hard of hearing community and our interpreters.

Auslan Connections, and the Interpreters who work with us have the opportunity to share important developments and events with us to better showcase the important work that is performed every day and why we should be used as a language access provider.

We have the ability to collaborate and work together to share information to the broader network and connect in new ways with our community.

In addition social media provides our Interpreters with an opportunity to become more active participants in among the professional community, raise awareness of their ability and interests, and ultimately advance their career.

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