



Ngurra Kujungka Inc.

NGURRA KUJUNGKA SOCIAL MEDIA POLICY

1. PURPOSE

This policy establishes the principles for the use of social media at Ngurra Kujungka Inc.

2. SCOPE AND APPLICABILITY This policy applies to Ngurra Kujungka employees, contractors, and other personnel acting in an official capacity on behalf of NGURRA KUJUNGKA when using social media for official NGURRA KUJUNGKA purposes on the Internet, whether such use occurs on the NGURRA KUJUNGKA Website, Facebook or third-party sites.

This policy does not apply to NGURRA KUJUNGKA employees using social media in their personal capacities; however, employees are advised to follow the guidelines outlined if referencing Ngurra Kujungka.

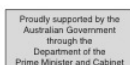
3. AUDIENCE

The audience for this policy includes any NGURRA KUJUNGKA employee, contractor, or other person who uses social media on behalf of NGURRA KUJUNGKA.

4. BACKGROUND

Ngurra Kujungka Inc. leads the development and delivery of the Western Desert's first community driven, regional sport and recreation program. With strong support from Western Desert community members and stakeholders Ngurra Kujungka boasts marquee initiatives such as the Western Desert football and softball Leagues (an Australian football league and softball league, with children's sport and activities) and provides a range of sport and recreation related opportunities (including sport and recreation related training, education and employment opportunities) that deliver broad outcomes for the people of the Western Desert. In recent developments, Ngurra Kujungka has grown to include art, music and culture in its arsenal for achieving its Vision.

Social Media offers a new and constantly emerging range of opportunities for networking, collaborating, and information-sharing. NGURRA KUJUNGKA aims to use social media tools to create a more effective and transparent organisation, to engage the public and NGURRA KUJUNGKA's partners. Social media provides another set of tools to help NGURRA KUJUNGKA accomplish its mission.





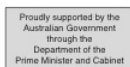
Ngurra Kujungka Inc.

The benefits of using social media in support of NGURRA KUJUNGKA's mission include increased ability for the organisation to engage and collaborate with funding bodies, sponsors, stakeholders and its target audience, notably the Martu. With the benefits and opportunities of social media come risks for security and privacy. It is important that NGURRA KUJUNGKA weigh both the benefits and the risks before using social media tools. NGURRA KUJUNGKA will use these tools only in support of its mission.

5. POLICY GUIDELINES

It is NGURRA KUJUNGKA's policy to use social media where appropriate in order to meet its mission of 'A healthier, happier, community driven, economically independent future for the people of the Western Desert'. The below Guidelines provide direction for the use of social media by its employees, contractors, and other personnel acting in an official capacity on behalf of NGURRA KUJUNGKA.

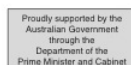
- **Overall Responsibility:** Only Ngurra Kujungka full time employees will participate in online interactions. Currently, Daniel Barnes, Callan Hatchman and Ebony Humble will provide a united voice to monitor, update and post on the organization's social media accounts.
- **Content:** Ngurra Kujungka will use social media to highlight its own material, including programs, newsletters, new content to the Web site, reports and other Ngurra Kujungka resources. Posts from Ngurra Kujungka shall also include content from promoting trusted sources include stakeholder, sponsor and funding agency programs that are deemed appropriate for Ngurra Kujungka to be associated with. All identifiable photos of persons under the age of 18 shall not be posted unless parent/guardian consent has been granted.
- **Frequency Goals:**
 - Facebook Posts: two to five posts per week
 - Facebook Monitoring: two hours per week and discussion at fortnightly team meetings. As needed when posts, messages, comments are received via notifications.
- **Tracking Interactions and Evaluating Success:**
 - Ngurra Kujungka will track its interactions whenever possible on all social media by using the available technology. Suggested available technology for monitoring interactions include:
 - Facebook Insights for tracking interactions and demographics.





Ngurra Kujungka Inc.

- **Confidentiality:** Employees shall not post confidential information on Ngurra Kujungka's and personal social media accounts. This includes financial information, legal matters, organizational internal strategies, unreleased advertising or promotions, internal processes or methodologies, circulating rumours, colleagues or member's personal information. Employees posting on behalf of Ngurra Kujungka are to respectfully and professionally represent the organization, adhere to the terms and conditions of any third-party sites, and take full responsibility for their communication.
- **Facebook Disclaimer:** Ngurra Kujungka shall post the below suggested information on its Facebook profile.
 - NGURRA KUJUNGKA'S social media profile (Facebook) is a conversation between real people. Ngurra Kujungka has guidelines in place on what is appropriate interaction with the organisation online. Our staff works diligently to post accurate, timely, relevant content. We respond to feedback with respect and courtesy, and request our friends and fans do the same. We encourage our community to share content with us such as photos and stories of their Ngurra Kujungka experiences. We assume that anyone sharing this user generated content has the right to do so and has permission of the photographed individuals. Please do not post photos you do not have permission to post, including photos of children without the permission of a parent or guardian. We welcome constructive feedback, but we reserve the right to remove any comments that are inappropriate due to foul language, attacking of a single person or group, unsupported accusations, or spam that explicitly promotes a product or service. If contact information is available, we will notify comment authors personally to let them know their comments have been removed. We reserve the right to ban repeat offenders. We do our best to respond to comments as quickly as possible, but sometimes there are delays. Please be patient with us as we do what can to improve the experience of all of our members and friends. Thank you for your understanding and support in making our discussions online a productive and enjoyable experience for our entire community.





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6. ROLES AND RESPONSIBILITIES

Daniel Barnes – Program Manager

- Policy champion
- Monitoring
- Posting/updating
- Interaction with stakeholder/funding bodies/sponsors regarding overall program, funding, sponsorship, sensitive discussions and confidential information.

Callan Hatchman – Senior ISDO

- Monitoring
- Posting/updating
- Interaction with communities/stakeholders regarding festivals.

Ebony Humble – Female ISDO

- Monitoring
- Posting/updating
- Interaction with communities/stakeholders regarding softball.

7. ADDITIONAL INFORMATION

For further information about this policy, please contact the Program Manager, Ngurra Kujungka Daniel Barnes.

