



WIRES Community Standards – Social and Online

Introduction

WIRES Social Media accounts are intended to be a place to connect and to share stories, educational information and experiences relating to Australian wildlife and the environment. In order to create a positive, engaging, and safe environment, WIRES has implemented Social Media Community guidelines. We strive to create a safe and positive community on social media channels, so we ask that all users heed the following Community Standards.

A Respectful and Supportive Community

We encourage you to comment and interact with WIRES on our social media accounts, as we want to build a positive and supportive online community. We welcome questions and comments, polite, constructive feedback and suggestions, but please remember to stay on topic and respectful with what you post. We want our community to be inclusive, with everyone having the right to feel safe and respected. There are many who may not think how you think, believe what you believe or see what you see. We ask that you are polite and respectful in all interactions.

Purpose

These Community Standards establish standards and guidelines for anyone identifiable as a member/volunteer/branch/employee/grantee of WIRES NSW Wildlife Information, Rescue and Education Service and including any person or page or account that is following/commenting/sharing or interacting in any way with WIRES online, including social media pages/accounts/profiles in regard to social media usage, and the posting of any content on any online or social media site/page/group that may reflect on the image or reputation of WIRES.

The Standards have been developed to facilitate a consistent approach to the use of social media and acknowledges social media as an effective form of communicating with the community.

Harmful Content

WIRES has a zero tolerance policy towards all harmful content involving all animals. In protecting animals from criminal poaching and illegal wildlife trade, particularly in crimes involving animal cruelty, we will proactively report and cooperate with any relevant authority including law enforcement agencies investigating cruelty. This includes, but is not limited to, images, video, comments, messages, and other communications.

Use of WIRES logo and/or images of rescued wildlife

No images/footage or content of any sort created using WIRES logo or of wildlife rescued and in care under WIRES license can be used online for any commercial or promotional purposes of any sort unless with prior written permission from WIRES Inc.

Only upload content you have created

Respect the copyright of others. Do not share, screenshot, copy or use anyone's photos or text elsewhere - without written permission.

Online Moderation Policy

WIRES will not tolerate and reserves its right to moderate and where deemed appropriate, to block, ban or report any individual/account/page and to close threads, turn off commenting, hide or delete or remove posts, comments or followers that:

- are hateful, racist, xenophobic, homophobic, sexist, disturbing, violent, or inappropriate;
- attack a person or group based on, but not limited to, race, ethnicity, national origin, religion, disability, disease, age, sexual orientation, gender, or gender identity;
- are supportive or encouraging of any animal abuse, maltreatment, cruelty or poor animal care practises;
- are spreading misinformation or otherwise intimidating, harassing, bullying or bringing WIRES volunteers, employee's or brand into disrepute on any online websites/pages/groups/forums;
- are fraudulent, include information that is defamatory, false, inaccurate, or misleading;
- advocate or portray visually or verbally any activities that show poor practise or do not comply with WIRES policies and procedures, Code of Conduct, Species Manuals and best care practices.
- are abusive, bullying, threatening, intimidating, harassing of others or encouraging of things that might cause them to get hurt;
- contain spam, this includes but is not limited to excessive commenting, promotion of other pages or groups, infringe copyright, deceptive tagging, are deemed to constitute promotional material, links to third-party websites/pages/groups or resource abuse.
- refers to criminal or illegal activity;
- are sexually explicit or pornographic;
- include Personally Identifiable Information;