



WIRES Community Standards – Social and Online Members, Branches, Species Teams

Introduction

WIRES Social Media groups 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 our social media channels, so we ask that all volunteers/members heed the following Community Standards for all online interactions.

A Respectful and Supportive Community

We encourage you to comment and interact with your closed branch facebook/species team group which is the only permitted social account for branches/species teams. We want branch groups to be a positive, safe and supportive online community. Questions and comments should be welcomed, as should 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. They apply to and include 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 branch/species teams social media groups and acknowledges social media as an effective form of communicating with your branch 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 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 specific written permission from WIRES Inc.

No images or footage or content of any sort created using the WIRES logo or of any animals rescued and in care under the WIRES license can be provided to any media without approval from the WIRES media team.

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.

Group Membership Administration and Moderation of Branch and Species Teams Groups

Only current branch or species team members are permitted to be invited to join or admitted to the group as members. No members of the public or members of other branches or rescue groups or vets are permitted to join the group.

The membership of all branch groups should be reviewed annually by the branch executive to ensure only current members are included in the group membership.

The membership/admin/moderator access into the species groups depend on training and/or positions held. Membership may cease should the member no longer remain in a position relevant to that group or should their training lapse.

The appointed administrators/moderators of branch groups should be reviewed regularly by the branch executive.

WIRES Inc is required to be appointed as an administrator of existing groups and new groups may only be established by WIRES Inc. A minimum of two branch administrators must be appointed/approved by the branch/team executive. WIRES Inc reserves the right to make changes to group administrators and moderators.

These standards should be added to the Group Rules by the Branch Administrators and applied in conjunction with WIRES Social Media Policy 6.6 which is available on Carer HQ.

All comments and posts must be moderated and checked by the Branch Group Administrators before being approved to appear in the group newsfeed to ensure they comply with WIRES Community Standards for Branch groups. All requests to join the group must be checked by the branch administrators before approving to ensure they are members.

The appointed/approved branch administrators and moderators of the group are responsible for the day to day moderation of all posts and comments to ensure they comply with these standards. The author/poster of any comments or posts deemed by the branch administrators of the group to be in breach of these standards should be advised that they have breached these guidelines and their posts/comments removed.

The branch administrators of the group must keep a note and a file copy of all moderated

comments or posts that are removed or not moderated onto the group newsfeed. All comments and posts must also comply with [WIRES Code of Conduct](#) and [WIRES Conditions of Membership](#).

Online Moderation Standards

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