



# SYN Web and Social Media Guidelines

These guidelines are for SYN volunteers & staff to ensure we're making the most of our online presence on [syn.org.au](http://syn.org.au), social networks and any website related to SYN programming.

These guidelines aim to

- Inform volunteers & staff of their responsibilities when posting content online
- Maximise the online presence and profile of SYN and SYN programs
- Identify potential risks for the organisation in online activities and to put in place risk management steps
- Clearly define what is “official” SYN content and representation and what is not

## Contents of these guidelines

1. SYN's values in the online world
2. Your program's page on [syn.org.au](http://syn.org.au)
3. Making external sites for your program
4. Your own personal blog or website
5. Social networks – Facebook, Twitter, YouTube etc
6. Helpful contacts at SYN
7. SYN's online spaces – bookmark 'em!

### 1. SYN's purpose and values

All staff and volunteers should ensure that **anything** they post online under the name of SYN or their program does not contravene the values and objectives of SYN.

Unsure of SYN's purpose and values? Head to [www.syn.org.au/about/values](http://www.syn.org.au/about/values)

### 2. Your [syn.org.au](http://syn.org.au) program page

We really want all SYN programs to post regular content on their SYN website program pages. If you do not have a SYN.org.au user account you can sign up at:

<http://syn.org.au/user/register>

Your SYN page can help drive audiences to your program. It's also a great way to keep friends, family and fans in touch with your program and a fun way to interact with your audience.

Your SYN page can include:

- Videos
- Audio episodes/podcasts
- Text posts e.g. Coming up next week
- Photo galleries



### 3. Your own external website/blog created specifically for your program

Some program makers decide to go it alone and create their own website or blog for their program. You are free to do this although there are a few guidelines you must follow:

- The website/blog **must** somewhere link to SYN.org.au
- You must email [admin@syn.org.au](mailto:admin@syn.org.au) and let us know you've made the site.
- The website/blog **must** somewhere display the most current SYN logo – to get a logo file you can email [admin@syn.org.au](mailto:admin@syn.org.au)
- Content posted (whether original or not) must not be contrary to SYN's values and the values of the Community Broadcasting Codes of Practice.
- The website/blog **must** somewhere include the statement “This website does not represent the views or opinions of SYN Media. Opinions expressed are solely those of the author/s”
- The website/blog and associated content must not break any laws. Remember you are still accountable to defamation and copyright laws.
- You will only post content to which you and/or SYN own the copyright unless you have obtained appropriate written permission from the copyright holder.

### 4. Your own website/blog created for your own personal use

Some program makers have their own blogs or portfolio websites set up and draw content from a number of sources for their own personal use. There are few guidelines for these sites too:

- The website/blog should NOT carry the SYN logo or branding.
- Any content produced for a SYN program or using SYN's equipment/studios must be attributed to SYN with the words “Produced with the assistance of SYN Media”
- If other producers, presenters or talent were involved in the production of your content you should ask for their permission before posting for your personal use

### 5. Social media - Facebook, Twitter, YouTube and beyond

Social networks can be a great way to promote your program and interact with your audience. Many programs use social networks such as Facebook and Twitter. When creating these pages/accounts it is important that we do this in a consistent way.

There are some guidelines that all staff and volunteers should following when creating and using SYN branded social network profiles:

- You must email [admin@syn.org.au](mailto:admin@syn.org.au) to let us know that you've made the site/account. This will help us promote it as part of SYN marketing and communications.
- The profile should somewhere include the statement “This is not an official SYN page. Opinions expressed are solely those of the author/s.” We suggest you put it in the “Info” part of your Facebook profile, for example.
- Content posted (whether original or not) must not be contrary to SYN's values and the values of the Community Broadcasting Codes of Practice.



- The social network profile and associated content must not break any laws. Remember you are still accountable to defamation and copyright laws.

When creating a social networking profile follow the following naming conventions:

- Do NOT put “SYN” in the title on your Facebook page. This is a tagging issue – too many “SYN” names means Facebook won’t show it up in a user’s list to be tagged.
- When posting to your profile – Tag the official SYN page. (On Twitter this is @synmedia. On Facebook type “@SYN” and select the official SYN profile.)
- When using YouTube, tag your videos with “SYN” along with your other tags

It's also important to make sure you create the right kind of page or profile. For example Facebook has “Like” and “Group” pages – both serving very different purposes. You should carefully decide what is most appropriate for your program or purpose.

## 6. Helpful contacts at SYN

**Felix Hogan, Online Manager** – [online@syn.org.au](mailto:online@syn.org.au)

- First port of call with website questions. Felix can help with enquiries about your user login or program page on syn.org.au

**Emma Sharp, Assistant Manager** – [assistant.manager@syn.org.au](mailto:assistant.manager@syn.org.au)

- Questions about online sponsorship or advertising, and partnerships with other websites
- As editor of the weekly SYN eNews, Emma can promote your program’s online activity

**Nicole Hurtubise, Education & Training Manager** – [training@syn.org.au](mailto:training@syn.org.au)

- Questions about the SYN website/digital media production training and getting skilled up to make great online content

**Georgia Webster, General Manager** – [gm@syn.org.au](mailto:gm@syn.org.au)

- Enquiries about the legal implications of your web content, especially on external sites
- Ideas you’ve got for the growth of SYN’s web/social media activities

## 7. SYN’s online spaces – bookmark ‘em!

[www.syn.org.au](http://www.syn.org.au)

[www.facebook.com/synmedia](https://www.facebook.com/synmedia)

[www.twitter.com/synmedia](https://www.twitter.com/synmedia)

[www.youtube.com/synmedia](https://www.youtube.com/synmedia)

