



**SOCIAL MEDIA
POLICY
2026/2027**

Version 3.0

March 2026

1. PURPOSE

This policy establishes the principles and rules governing the use of social media across the RAT FM to ensure that all online activity:

- Protects and enhances the reputation of RAT FM and its stations
- Supports commercial objectives, brand consistency, and audience engagement
- Complies with legal, regulatory, and licence obligations
- Aligns with organisational governance standards and ethical conduct

Social media is a key communication and marketing tool. Misuse may result in reputational damage, regulatory breaches, or legal liability.

2. SCOPE

This policy applies to:

- All official social media accounts operated by PHAZE Broadcasters INC and its affiliated stations
- All employees, contractors, presenters, and representatives managing or contributing to network content
- Personal social media use where an individual identifies their association with RAT FM

“Social media” includes (but is not limited to):

- Facebook
- Instagram
- X
- BlueSky
- Skype / Teams
- TikTok
- YouTube
- LinkedIn
- Websites, forums, messaging platforms, and emerging digital channels

3. GUIDING PRINCIPLES

All social media activity must reflect the following principles:

Integrity

- Content must be accurate, lawful, and not misleading
- No defamatory, discriminatory, or offensive material
- Compliance with all applicable laws and broadcasting regulations

Professionalism

- Content represents RAT FM and its brand(s), not individuals
- Internal matters must never be discussed publicly
- Communications must align with commercial and operational objectives

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Relevance

- Content must support:
 - Station programming and promotions
 - Audience engagement
 - Advertising and client campaigns
- Official accounts must not be used for personal views or unrelated causes

Respect

- All interactions must be courteous and appropriate
- Constructive engagement is encouraged; hostile or inflammatory responses are not permitted

4. AUTHORISED USE

- Only authorised personnel may post, comment, or respond on official accounts
- Access credentials must be securely managed and not shared without approval
- Content must comply with this policy and internal approval processes
- Multi-station accounts must maintain consistent branding and messaging across RAT FM

Unauthorised access or posting constitutes a serious breach.

5. CONTENT STANDARDS AND RESTRICTIONS

When posting on behalf of RAT FM —or where association is identifiable—you must not publish:

- Defamatory, abusive, harassing, or discriminatory material
- Confidential or commercially sensitive information
- Internal business operations, disputes, or governance matters
- Personal data of staff, clients, or listeners without consent
- False, misleading, or unverified information
- Personal opinions presented as official network views
- Political content or advocacy unless expressly approved by the Board
- Content that breaches copyright, licensing, or advertising standards
- Material inconsistent with the station’s narrowcast licence purpose or target audience

All content must comply with the Australian Communications and Media Authority requirements and relevant provisions of the Broadcasting Services Act 1992.

If unsure — do not post.

6. BRANDING AND NETWORK CONSISTENCY

As a network operator:

- All stations must adhere to approved branding, tone, and messaging guidelines
- Content must align with each station’s target audience and format (e.g., tourist information, racing, in-store audio, etc.)
- Cross-promotion must be coordinated to avoid conflicts or duplication
- Sponsorship and advertising content must be clearly identified and compliant

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7. PERSONAL SOCIAL MEDIA USE

This policy does not restrict personal use of social media. However, where individuals:

- Identify themselves as associated with PHAZE Broadcasters Inc, or
- Reference RAT FM, its stations, or operations, or
- Post or comment on social media pages

They must ensure that their content:

- Does not damage the reputation of RAT FM
- Does not disclose confidential or internal information
- Does not create confusion about official positions

Clear disclaimers should be used where appropriate.

8. COMPLAINTS AND INCIDENT MANAGEMENT

Issues relating to social media content must be addressed through:

- Station or network management, or
- Internal complaints and grievance procedures

Public discussion of internal matters is not permitted.

Where necessary:

- Content may be removed
- Corrections or clarifications may be issued
- Incidents may be escalated to senior management or the Board

9. COMPLIANCE AND CONSEQUENCES

Breaches of this policy may result in disciplinary action, including:

- Verbal or written warnings
- Removal of social media access
- Suspension or termination of employment or contract
- Termination of affiliation with RAT FM

Serious breaches may expose individuals and the organisation to legal liability.

10. RELATED POLICIES AND DOCUMENTS

This policy should be read alongside:

- Code of Conduct & Privacy Policy
- Corporate Governance Policy
- Complaints and Grievance Procedures
- IT and Cybersecurity Policy
- Advertising and Sponsorship Guidelines

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