

# Echoes Cultural Heritage Management

## ECHM Social-Media Policy

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**Table 1: Version control**

<b>Version</b>	<b>Comments</b>	<b>Date</b>
1.0	<i>Document created</i>	2024
2.0	<i>Document reviewed</i>	20/5/2025
2.1	<i>Document edited</i>	12/6/2025
2.2	<i>Document edited and finalised</i>	4/9/2025

## Overview

The use of social media platforms by ECHM and the ECHM website provides an opportunity for widespread community engagement and social networking. Social media platforms that are actively used by ECHM include; Facebook, Instagram, and LinkedIn.

ECHM staff's personal use of social media does not represent ECHM and any material created or shared on these accounts are not made on behalf of ECHM.

## Purpose

The purpose of this policy is to outline ECHM's expectations, policies and procedures regarding the content that is posted and shared on its website and social media platforms. This policy also defines Official and Personal use of social media, outlines the responsibilities of staff, best practices and how the policies within this document will be enforced.

## Scope

This policy applies to all staff with access to the ECHM website and social media platforms, and any personal accounts while representing ECHM as a staff member.

## Official Use of Social Media Accounts

‘Official’ use refers to the use of social media accounts directly linked to ECHM. This includes content that is created and shared on behalf of ECHM. All content posted on the official ECHM website and ECHM social media platforms is to align with the ECHM Code of Conduct.

## Personal Use of Social Media Accounts

‘Personal’ use refers to the use of social media accounts as a private citizen. ECHM staff with personal social media accounts still have the responsibility of upholding the core values of ECHM. Staff at ECHM must be aware that their personal social media activity can call into question their ability to perform their duties as ECHM staff.

## Authoring Social Media Accounts

**When composing material for the official ECHM social media accounts/website, staff must:**

- Read, understand and adhere to this policy.
- Act in a manner that is professional.
- Not post or share content that is explicit in nature.
- Follow the law and best practice when publishing content, acknowledge content sources and respect copyright and intellectual property rights.
- Before posting or sharing content that is informative in nature (e.g. a news item or a research article), on any ECHM social media platforms or the ECHM website ensure that all sources shared are credible and the information is accurate to minimise risk of misinterpretation.
- Monitor community engagement (including reporting, blocking or deleting content / followers), and maintain the right to remove any comments that could be seen as offensive/bullying/harassment.
- Not disclose sensitive or official information relating to ECHM, including previous, ongoing or future projects that is not already publicly available.
- Not commit ECHM to any action or initiative (including promotion, endorsement or advertising) without prior approval from management.
- Not share their login details and/or password to the ECHM social media accounts and website with others.
- Not create/share content or comment in a way that adversely affects the reputation of proponents, clients, staff or other consultancy businesses.
- Respect the importance of heritage sites and survey locations; no specific locations or identifiable features should be posted.
- Respect and understand the importance of culturally sensitive and gender restricted places/artefacts/art; always be cautious and fully informed about any images before posting them to ensure they are appropriate to be viewed online.
- Understand and follow the social media policies of the companies ECHM are contracted to; do not post any identifiable mining equipment/features/camps.
- Images/videos/drone footage of individuals can only be posted where consent is granted by the identifiable persons

### **When authoring personal social media accounts, staff must:**

- Assume that they can be identified as ECHM staff despite using pseudonyms, posting anonymously or from private accounts, and that their activity can be made public and therefore shared.
- Specific attention must be paid to the confidentiality, location and cultural sensitivities of areas of work.
- Not make comments which could be perceived to be made on behalf of ECHM, as opposed to an expression of a personal view.
- Be aware that material posted/shared/commented on social media could be seen as compromising or call into question their capacity to fulfil their duties as a ECHM staff member.
- Ensure that they are adhering to all relevant ECHM's policies and procedures if the material being posted/shared/commented relates to any work conducted for ECHM.

### **First Nations and Social Media**

ECHM recognises that First Nations peoples and communities have the right to self-determination. We recognise that each community group has the right to enforce their own engagement and cultural protocols and we agree to follow these protocols.

- Images/videos/drone footage, in which First Nations peoples are identifiable, can only be posted on any official ECHM accounts where consent is granted by the identifiable persons.
- Any permissions or consent given to ECHM in relation to photos/videos/drone-footage shared on ECHM social media platforms may be revoked at any time, which must be acted on in a timely fashion.

### **Enforcement**

ECHM retains the right to edit, to remove, or refuse to post, any posts or material on the official ECHM social media accounts that is considered to be in breach of this policy. ECHM also retains the right to request the removal of material from personal social media accounts.

If an ECHM employee is found to be in breach of this policy while interacting with any of the official ECHM social media pages or posts, the ECHM management team is to remove the material and take whatever action is considered appropriate with the ECHM team.

### **Supporting Documentation and Forms**

- ECHM Code of Conduct
- ECHM Workplace Bullying, Harassment & Discrimination Policy
- ECHM Workplace Bullying, Harassment & Discrimination Action Plan
- ECHM Health, Safety and Environment (HSE) Policy
- ECHM Health, Safety and Environment (HSE) Policy Statement