

ASLIA Social Media Policy

Rationale

This Policy provides guidance to Auslan/English interpreters and consumers of Auslan interpreting services on appropriate use of social media, that aligns with the ASLIA Code of Ethics. Rather than provide prescriptive rules, the aim of this policy is to provide guidance that serves to protect the integrity of the interpreting industry, specifically issues surrounding professionalism, solidarity and privacy. This Policy does not cover legal issues that arise regarding the use of social media, nor does it cover those issues that arise regarding workplace bullying, harassment or inappropriate social media presence specific to your employers.

Scope

The ASLIA Social Media policy applies to all NAATI credentialled Auslan/ English interpreters and translators and NAATI recognised Deaf Interpreters and Translators. The Policy extends across interpreting assignments undertaken within Australia or abroad, online via video platforms and face-to-face, and those that are paid or voluntary. It is also recommended for working and aspiring interpreters and translators who are not NAATI Certified or recognised.

Social Media Defined

Social Media is the collective of online communication channels dedicated to community based input, interaction, content-sharing and collaboration. Current websites and applications dedicated to forums, blogging, and social networking are among different types of social media and these include (but are not limited to) Facebook, Twitter, Instagram, Snapchat, Tik Tok, YouTube and WhatApp.

Social media is a commonly used business and marketing tool. It also plays a prominent role in interpreting industry in sharing of industry news, literature and resources, promotion of professional development, social events and of job opportunities. Interpreting agencies and organisations may at times use images of interpreters and working interpreters to promote their business.

Policy

Social media is a common tool used for a variety of personal, social and business purposes. It is becoming one of the primary methods of contact and communication for freelance interpreting and translating bookings. Social media across the Language Services industry has blurred the lines between personal and professional communication. As interpreters and translators, all public social media activity should maintain a high level of professionalism, solidarity and respect for the privacy and dignity of all involved. The following outlines examples of how the ASLIA Code of Ethics is applied specifically to social media.

1. Professional Accountability

- a. If working for an agency, seek permission to make a post that contains any form of identifiable assignment information including location and client names (direct or implied). This includes the “checking-in” of your location for that assignment or your transit to/from that assignment. If working freelance, check with all parties involved and ensure there is written permission to post any content.
- b. Deaf participants and consumers may only be identified through event organisers and interpreting agencies, and only when the participants have provided express permission.
- c. Interpreters and translators working as an employee should not publish photographs of their assignments on social media. Photographs of the venue, location, colleagues and deaf/ hearing clients should be sent to the event organiser or engaged agency for publishing according to their social media rules.
- d. Interpreters and Translators working freelance should not publish photographs of their assignments on social media. Photographs of the venue, location, colleagues and deaf/ hearing clients should only be used on social media if explicit consent has been approved.

2. Professional Competence

- a. Interpreters and translators are responsible to ensure they are accurately represented on their own social media accounts and provide accurate information where the social media account is not their own.
- b. Where an interpreter discovers social media posts about themselves that misrepresents their work or qualifications, or is negative or defamatory, they should approach the owner to remove or rectify posts if possible.

3. Non-Discrimination

- a. Where a social media post could be perceived to be related to interpreters, translators, language service providers and deaf-related organisations, persons, activities or programs, interpreters and translators should not post content that is or could be perceived to be derogatory or discriminatory.

4. Integrity in Professional Relationships

- a. Promoting an interpreted event in the public domain is an important part of encouraging community engagement, however providing names of the interpreters or other participants is the responsibility of event organisers or the engaged interpreting agencies.
- b. Promoting an interpreted event in the public domain for events where the interpreters are working freelance, should be done only when there is permission by the event organisers and without providing names of any participants.
- c. To maintain respect for booking agencies, clients and participants, interpreters and translators should not post information about their job offers or cancellations on social media except where the intended nature of the social media account is to connect clients with interpreters and translators.

5. Integrity in Business Practices

- a. Interpreters and translators should not use social media to express a public desire to interpret at a specific event or for an organisation, event or individual.
- b. Agencies and event organisers should only post your image on social media for promotional purposes, and should only do so with your permission.
- c. While posts containing information about your work as an interpreter or translator may be posted on social media with or without your knowledge, you should not engage with or share these posts using your personal social media accounts if consent to post has not been previously stated. This includes the posting of professional or personal opinions, expressing gratitude, tagging oneself, 'liking' or sharing of the post.
- d. Before engaging in social media, interpreters and translators need to consider the wider community's perception of interpreters, the interpreter's identity and their professional reputation, and how this impacts the clients they work for.

Decision Making

Before engaging with social media, interpreters should consider the impacts of their decision: whether it aligns with contractual obligations, how it may be perceived by stakeholders, ACCC and ASIC business rules and whether it is in line with this Policy and the ASLIA Code of Ethics.

Remember:

- When blocking colleagues or organisations from certain posts, be aware that this does not prevent them from accessing these posts through other avenues, including screenshots that can be shared and used as evidence.
- Consequences of questionable postings can impact upon the professional reputation of the interpreting profession regarding credibility, trust and collegiality.
- Your activity on social media could be seen as a reflection of the employer listed on your profile and may be visible to your employer if you have listed them on your profile.

- Your activity on social media could be seen as a reflection of the Deaf community you work with and may be visible to various Deaf community members.
- Employers often monitor social media activity of their staff, and potential employers may look at the social media profiles of possible candidates when considering them for employment.
- Deaf perspective /impact.

Breach of this Policy

ASLIA primarily desires for interpreters and translators to understand the objectives of this policy and comply with them in the spirit of collegiality and upholding the code of ethics, for the sake of maintaining a high level of professionalism and respect for our work and the people we work with. Breach of this Policy or the Code of Ethics could result in a number of personal and professional consequences. Breaches may:

- reflect badly on your credibility and employability;
- result in your ASLIA membership being revoked; or
- lead to a formal complaint to NAATI, who has the authority to investigate and issue punitive measures.
- Actions from ACCC and ASIC

Version History

| Version Date | Prepared by | Checked by | Approved by motion | Summary of updates |
|---------------------|--------------------|------------------------------------|---------------------------|--|
| V1.0 2024 | Belinda Roberts | Danielle Ferndale Sheree Murray | 24/04/2024 | Previous policy updated to new structure and new content added |
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