



ASLIA Social Media Policy

A. Rationale

This Policy provides guidance to Auslan/English interpreters and consumers of Auslan interpreting services on the appropriate use of social media, that aligns with the ASLIA Code of Ethics. This is 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. However, employers can contact ASLIA to report social media activities that may be in breach of this Policy.

B. Scope

The ASLIA Social Media policy applies to all NAATI accredited Auslan/ English interpreters and NAATI recognised Deaf Interpreters. The Policy extends across interpreting assignments undertaken within Australia or abroad, and those that are paid or voluntary. It is also recommended for working and aspiring interpreters who are not accredited or recognised.

C. Social Media Defined

Social Media is the collective of online communication channels dedicated to community based input, interaction, content-sharing and collaboration. 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 and Tumblr.

Social media plays a prominent role in the 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 your image on social media for promotional purposes, and should only do so with your permission.

D. Policy

All social media activity should maintain a high level of professionalism, solidarity and respect for the privacy of all involved.

The following outlines how the ASLIA Code of Ethics is applied specifically to social media.

- 1) Professional Accountability
 - a) Interpreters should not post 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.
 - 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 should not publish photographs of their assignments on social media. Photographs of the venue, location, interpreting colleagues and deaf/hearing clients should be sent to the event organiser or engaged agency for publishing according to their social media rules.
- 2) Professional Competence
 - a) Interpreters are responsible to ensure they are accurately represented on social media.
 - 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) Interpreters should not post derogatory or negative comments about other interpreters, agencies, deaf-related organisations, persons, activities or programs on social media.
- 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) To maintain respect for booking agencies and participants, interpreters should not post information about their job offers or cancellations on social media.
- 5) Integrity in Business Practices
 - a) Interpreters should not use social media to express a public desire to interpret at a specific event or for an organisation, event or individual.
 - b) While posts containing information about your work as an interpreter 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. This includes the posting of professional or personal opinions, expressing gratitude, tagging oneself, ‘liking’ or sharing of the post.

E. 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, and whether it is 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.

- 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.
- 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.

F. Breach of this Policy

ASLIA primarily desires for interpreters to understand the objectives of this policy and comply with them for the sake of maintaining a high level of professionalism and respect for our work and the people we work with. Where you believe an interpreter has breached this Policy or ASLIA's Code of Ethics, you may contact ASLIA with a complaint.

info@aslia.com.au

When reporting any potential breaches, please include evidence such as screenshots of the material that is alleged to be in breach, and include time, date and evidence of any contact you have made with the individual/s who have created the post. ASLIA will investigate the complaint and respond to the complainant with actions taken.

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.