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## Principles and Standards of Fundraising Practice

Ethical and best practice guidelines  
for professional fundraisers

# Standard of Social Media Fundraising Practice

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The Standard of Social Media Fundraising Practice provides practical guidelines for FIA members for best practice for conducting Social Media Fundraising Activities within an ethical framework.

This Standard must be read in context with FIA's Principles of Fundraising Practice, including the Code of Ethics and Professional Conduct, Fundraiser's Promise to Donors and Code of Acceptance and Refusal of Donations.

FIA members should note that the legislation covering Social Media Fundraising Activities is covered by Commonwealth, State and Territory legislation. For this reason, the Standard's provisions must be read in conjunction with the relevant legislation. If there is a conflict between the provisions of this Standard and legislation, the legislation prevails.

## **1. To whom does this Standard apply?**

- 1.1 This Standard applies to FIA members. FIA can only monitor this Standard and enforce it if necessary against an FIA member.
- 1.2 This Standard does not replace nor override any law.

## **2. Social Media Conduct**

- 2.1 At all times, Fundraisers must comply with FIA's Principles and Standards of Fundraising Practice.
- 2.2 The three main principles of social media ethics and etiquette are:

**Transparency**

**Accountability**

**Respect**

## **3. Transparency of Social Media Site**

- 3.1 The Fundraiser and the Organisation must ensure that:
  - 3.1.1 the Organisation is correctly identified by name, street address and ABN or other registration number;
  - 3.1.2 the general class of Beneficiaries that the Organisation serves are identified so that viewers of the Social Media Site are aware of them;
  - 3.1.3 individual Beneficiaries are not identified without their consent;
  - 3.1.4 information on the Social Media Site is regularly updated;

- 3.1.5 incorrect or out dated information is regularly removed from the Social Media Site;
- 3.1.6 information on the Social Media Site is reviewed for accuracy and timeliness.
- 3.2 The Fundraiser or the Organisation may install a link to another website in order to inform viewers of the Social Media Site about the terms and conditions of any offers or Events.

#### **4. Accountability of Social Media Site**

- 4.1 The Fundraiser or the Organisation must provide the following information on the Social Media Site:
  - 4.1.1 how Donations are to be collected;
  - 4.1.2. general information about security measures used to protect collection of funds;
  - 4.1.3 how Donations are received;
  - 4.1.4 how the Donors' identity is protected from publication on the Social Media Site

#### **5. Respect of Social Media Site**

- 5.1 The Fundraiser or the Organisation will promptly remove comments about the Organisation or Event or other activities of the Organisation if the Organisation considers the comments are likely in any way to be misleading or deceptive or damaging to the reputation of the Organisation, Event or activity, Donors or Beneficiaries.
- 5.2 Spam will be removed immediately from the Social Media Site.
- 5.3 The Fundraiser or Organisation should take care to avoid sending spam to Donors, Beneficiaries or other Social Media Sites.

- 5.4 The Fundraiser or Organisation should take care to ensure that images of Beneficiaries comply with the FIA Standard of Ethics and Professional Conduct.
- 5.5 The Organisation should appoint a person to review and moderate the Social Media Site to ensure compliance with this Standard.

## 6. Promotional Materials

- 6.1 A Fundraiser or Organisation must ensure that any Promotional Material used to promote a Fundraising Activity:
  - a) is factually accurate, truthful and not likely to deceive or mislead any person;
  - b) identifies the Organisation and its contact details for which the Promotion material will be distributed;
  - c) identifies the objective of the Organisation;
  - d) complies with the *Competition and Consumer Act 2010* (Cth) and State or Territory Fair Trade Acts, (in particular those sections relating to misleading and deceptive conduct and false and misleading representations);
  - e) complies with the relevant Commonwealth, State or Territory legislation; and
  - f) is approved by the Organisation.
- 6.2 Where a Fundraiser or an Organisation discloses a cost of fundraising in Promotional Materials, that cost must be factually accurate.
- 6.3 A Fundraiser must make the current annual report of an Organisation they represent freely available upon a reasonable request.
- 6.4 Enclosures in Promotional Materials packs:
  - a) should enhance the Objects of the Organisation or the purpose of the Fundraising Activity; or
  - b) should not cause inconvenience or embarrassment in delivery.

- 6.5 Promotional Materials must not include images which are derogatory of a person, group of people or any Organisation, discriminatory, pornographic or unduly violent.
- 6.6 Promotional Materials should not be sent knowingly to children under the age of 18 unless they have been requested in connection with a School Fundraising Activity. For further guidelines, Fundraisers are referred to FIA's Standard of School Fundraising Practice.

## **7. Use of Logos and Trade Marks**

- 7.1 If the Organisation has a Trade Mark associated with or used in connection with it, a Fundraiser must ensure that the Organisation has given permission for the use of the Trade Mark and take all reasonable steps to prevent its unauthorised use by third parties including Suppliers or the media.

## **8. Compliance and Management of Complaints**

- 8.1 FIA members must comply with FIA's Principles of Fundraising Practice and this Standard and relevant Commonwealth and State and Territory laws including the *Spam Act 2003* (Commonwealth), *Telecommunications Act 1997* (Commonwealth), *Competition and Consumer Act 2010* (Commonwealth), *Privacy Act 1988* (Commonwealth) and the National Privacy Principles.
- 8.2 Complaints concerning this Standard or the conduct of an FIA member will be determined by the FIA Ethics Committee in accordance with the FIA Complaints Process.

## Definitions

<b>Beneficiary</b>	means any person or entity which receives a benefit from an Organisation in pursuance of the Organisation's objects.
<b>Child or Children</b>	means a child under the age of 18.
<b>Corporation</b>	means an entity incorporated under the Corporations Act 2001 (Cth) and established for the purpose of profit.
<b>Complaint</b>	means a notice in writing sent by any person to FIA, by way of a completed FIA Complaints Form, concerning an alleged breach by an FIA member of any part of the FIA Principles and Standards of Fundraising Practice.
<b>Director</b>	means a person who is appointed or elected to the position of a director of an Organisation or a Corporation.
<b>Donation</b>	means a voluntary contribution by a Donor of money, property, goods or services to an organisation for the purpose of furthering that organisation's objects. It does not include a sponsorship or community business partnership.
<b>Donor</b>	means an individual or other entity that makes a contribution of value to an Organisation to further the Organisation's Objects. A Donor includes prospective Donors and an individual or entity that has previously made a Donation. A Donor does not include an individual or entity that engages with an Organisation for the purpose of trade.
<b>Electronic Fundraising Supplier</b>	means an entity which owns or operates an electronic fundraising service for Corporations, Organisations or members of the public.
<b>Ethics Committee</b>	means a committee established by the FIA Board pursuant to the Constitution for the purposes of making determinations on Complaints.
<b>FIA</b>	means Fundraising Institute Australia.
<b>FIA member</b>	means a person or organisation who is registered as an FIA member.
<b>Fundraiser</b>	means a person, Corporation or Organisation, who carries out activities, whether for remuneration or as a volunteer, for the purpose of raising Donations for the Objects of an Organisation.
<b>Fundraising Activity</b>	means an activity carried out by a person, Corporation or Organisation, whether for remuneration or as a Volunteer, for the purpose of raising funds for the Object of an Organisation.

<b>Objects</b>	means the objective, purpose or cause, however so defined in an Organisation's constituent documents.
<b>Organisation</b>	means an entity incorporated under Commonwealth, State or Territory legislation and established for a purpose other than profit.
<b>Professional Misconduct</b>	means conduct by an FIA member that is a violation of the Principles and Standards of Fundraising Practice that has serious adverse consequences to a Complainant or was committed intentionally by the Fundraiser or both.
<b>Promotional Material</b>	means any material in connection with a Donation, Fundraising Activity or an Organisation whether in printed, electronic or verbal form made available by a Fundraiser or Organisation to any person.
<b>Social Media Fundraising Activity</b>	means any Fundraising Activity carried out by social media websites.
<b>Sponsor</b>	means a third party who sponsors a Fundraising Activity for an agreed outcome.
<b>Supplier</b>	means a third party supplying goods or services for payment to a Fundraiser and/or Organisation.
<b>Tax</b>	means all taxes payable in connection with a Fundraising Activity, including without limitation income tax, pay as you go (PAYG) and good and services tax (GST).
<b>Trade Mark</b>	means a word or group of words, logo, image, colour, scent or shape (whether registered or unregistered) used by an Organisation to identify the Organisation.
<b>Unsatisfactory Conduct</b>	means conduct by a FIA member that is neglectful of the Principles and Standards of Fundraising Practice or that has minor adverse consequences to a Complainant or both.
<b>Volunteer</b>	means a person who performs a service for an Organisation without requiring compensation for performing the service.