



AGILITY DOG ASSOCIATION OF AUSTRALIA LTD

ABN 83 070 415 404

SOCIAL MEDIA POLICY

Introduction:

This Policy sets out ADAA's rules regarding appropriate use of Social Media including the use of ADAAChat, Facebook and any other social media sites that will be used currently or in the future to discuss ADAA and its business.

Purpose:

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and this also extends to organisations recognising that social media offers new opportunities to communicate with members. ADAA sees social media as an important tool of corporate and business engagement. ADAA's Social Media Policy is designed to protect the interests of the ADAA Board, members, volunteers, employees, sponsors and the organisation.

When using the internet for professional or personal pursuits you must respect the ADAA brand and follow the guidelines in place, to ensure you are not compromising ADAA's intellectual property, or relationships with ADAA sponsors and stakeholders and/or inadvertently bringing the association into disrepute. ADAA has a long history and is a highly respected organisation. It is important that we work together to ensure that ADAA's reputation is not tarnished by anyone using the internet inappropriately, particularly in relation to any content that might reference ADAA.

This Policy aims to provide some guiding principles to follow when dealing with the fast moving technology of the internet. The essential guiding principles are:

- Ensure that you are fully aware who you are representing.
- Ensure all references to ADAA are correct,
- Demonstrate respect for the individual and communities with which you interact at all times.

Policy Statement:

This Policy applies to all ADAA members, volunteers, employees, contractors, member and representatives of ADAA Affiliated groups and to any other person who is notified that this Policy applies to them. The Policy applies to the business of ADAA and not to personal use of social media where no reference is made to ADAA or any of its business, members or associated activities. The intent of this Policy is to include anything posted online where you share information that might affect members, volunteers, employees, affiliated groups, sponsors or ADAA as an organisation. If you require clarification about aspects of this Policy and how it applies to your own circumstances, please discuss this with an ADAA Board member.

Definitions:

ADAA Representative: For the purposes of this policy representatives includes ADAA's employees, volunteers and contractors as well as employees, volunteers and contractors of ADAA's affiliated groups.

Social Media: Social media is media designed to be disseminated through social interaction using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform how people communicate with one another and receive news, information and entertainment. Social media has transformed people from content consumers to content producers. Types of social media include networks like Facebook and YouTube but also include blogs and podcasts.

Social Media Accounts: These are accounts or profiles created in social media outlets such as Facebook, Twitter, YouTube, Flickr, ADAAChat.

Social Media Terms and Conditions: The terms and conditions imposed by the social media website in which the User is participating.

Responsibilities:

Board of Directors - responsible for providing guidance and advice to members

Board of Directors, all staff, members, contractors and volunteers - responsible for the implementation of this Policy.

Procedure:

1. Guiding Principles

- 1.1 The web is not anonymous. Assume that everything you write can be traced back to your organisation (in this case ADAA), if not you personally.
- 1.2 Due to the unique nature of ADAA, the boundaries between your work, volunteer time and social life within dog Agility can often be blurred. It is therefore essential that you make a clear distinction between what you do in a professional capacity and what you do, think or say in your capacity as a volunteer for ADAA. ADAA considers all members of ADAA are its representatives.
- 1.3 Honesty is always the best policy, especially online – it is important that you think of the web as a permanent record of your online actions and opinions.

2. Application of the Policy

- 2.1 ADAA appreciates the value in using social media to build relationships with members and other relevant stakeholders.
- 2.2 If you are officially appointed to represent ADAA in social media, or if you are discussing ADAA or ADAA business related issues in your personal use of social media platforms, you are required to follow this Policy.
- 2.3 Social media tools include:
 - 2.3.1 social networking sites e.g. Facebook, MySpace, Bebo, Friendster
 - 2.3.2 video and photo sharing websites e.g. Flickr, YouTube
 - 2.3.3 micro-blogging sites e.g. Twitter
 - 2.3.4 web-blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
 - 2.3.5 forums and discussion boards (public and private) such as Whirlpool, Yahoo! Groups or Google Groups
 - 2.3.6 online encyclopaedias such as Wikipedia
 - 2.3.7 any other web sites that allow individual users or companies to use simple publishing tools.
- 2.4 There are two ways that this Policy will apply to you.
 - 2.4.1 You are appointed to represent ADAA on social media platforms and are using a social media platform for business purposes.
 - 2.4.2 You choose to make references to ADAA, its people, affiliated groups, products or services, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity.
- 2.5 ADAA's Social Media Policy does not apply to personal use of social media platforms where you make no reference to ADAA related matters.

3. Social Media for ADAA Business Purposes

3.1 Representation

You are required to:

- 3.1.1 Disclose that you are an ADAA representative and be clear about which area you are representing and what your role and accountabilities are;
- 3.1.2 Disclose only publicly available information. You must not comment on or disclose confidential ADAA information (such as financial information, future business performance, business plans, imminent departure of key executives).
- 3.1.3 By arrangement with the ADAA Board, provide new information as part of a planned media program.
- 3.2 If you require clarification about what ADAA information is in the public domain, you should refer to the ADAA Board.

3.3 Responsibility

You are required to:

- 3.3.1 Ensure that any content you publish is factually accurate and complies with relevant ADAA Policies, particularly those relating to confidentiality and disclosure;
- 3.3.2 Ensure that you have received the appropriate written consent and approvals to release information in the public domain, in particular images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian;

- 3.3.3 Only offer advice, support or comment on topics that fall within your area of responsibility at ADAA. For other matters, seek advice from the Board; if the situation requires a real time response, let the other party know that the request has reached ADAA for response;
- 3.3.4 Ensure you do not post material that is abusive, intimidating, offensive, obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity (including Dogs), including ADAA, its members, volunteers, employees, contractors, affiliated groups, partners, competitors and/or other business related individuals or organisations;
- 3.3.5 Ensure that posts do not contain, nor link to, pornographic or indecent content;
- 3.3.6 Avoid the use of hosted sites that sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
- 3.3.7 Not use ADAA online pages to promote personal projects, except as approved;
- 3.3.8 Ensure you do not disclose other people's personal information in social media venues.

3.4 Respect

You are required to:

- 3.4.1 Be respectful of all individuals and communities with which you interact online;
- 3.4.2 Be polite and respectful of others' opinions, even in times of heated discussion and debate;
- 3.4.3 Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- 3.4.4 Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.
- 3.4.5 Check with the ADAA Board if you are not certain about what you can reproduce or disclose on social media platforms.

4. Personal Uses Of Social Media Platforms

4.1 This Social Media Policy is applied if you choose to make references to ADAA, its people, members or services, affiliated groups, competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official ADAA position.

4.2 Representation

You are required to:

- 4.2.1 Identify yourself as an ADAA member if you refer to ADAA, its people, members and services, affiliated groups, competitors and/or other business related individuals or organisations;
- 4.2.2 Ensure you do not imply in any way that you are authorised to speak on ADAA's behalf;
- 4.2.3 Ensure you do not knowingly use the identity of another ADAA member or volunteer of an ADAA partner or competitor (including name or variation of a name);
- 4.2.4 Be mindful during your social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing ADAA into disrepute;
- 4.2.5 Disclose only publicly available information. You must not comment on or disclose confidential ADAA information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what ADAA information is in the public domain, you should consult the ADAA Board.
- 4.2.6 Not include ADAA's logos or trademarks in your postings or any of our sponsors, funding partners or other business associates.
- 4.2.7 You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that any information about ADAA's activities that you provide is informed and factually accurate. If you wish to express your opinions please state they are your personal opinions. If you are offering your personal perspective on a matter related to ADAA, be mindful that your commentary and opinion does not cause damage to ADAA or its interests.
- 4.2.8 You are required to use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of ADAA.
- 4.2.9 A disclaimer is required if there is any possibility that someone might construe your comments as representative of ADAA when you:
 - 4.2.9.1 Refer to the work done by ADAA ;
 - 4.2.9.2 Comment on any ADAA related issue; or
 - 4.2.9.3 Provide a link to the ADAA website.
- 4.2.10 Use a permanent disclaimer if you are referring regularly to ADAA or ADAA related issues. For irregular ADAA references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of ADAA."
- 4.2.11 Reference only publicly available information on www.adaa.com.au.
- 4.2.12 Ensure you are not the first to make an ADAA announcement.

- 4.2.13 Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about ADAA, its, members, affiliated groups, contractors, its partners, its competitors and/or other business related individuals or organisations.

4.3 Respect

You are required to:

- 4.3.1 Be respectful of all individuals and communities with which you interact online;
- 4.3.2 Be polite and respectful of other opinions, even in times of heated discussion and debate;
- 4.3.3 Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- 4.3.4 Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with ADAA Board if you are not certain about what you can reproduce or disclose on social media platforms.

5. Breach of Policy

- 5.1 As is the case with all of ADAA’s policies and procedures, if you do not comply with this Policy you may face disciplinary action under ADAA’s Memorandum and Articles of Association and Policies. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your membership, employment or engagement with ADAA.
- 5.2 ADAA may recover from you any costs incurred as a result of a breach of this Policy. Under certain circumstances, cyber bullying (eg bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police and if you break the law you may also be personally liable.

Stakeholders to be consulted prior to Policy change:

Board of Directors

Related documents

Memorandum and Articles of Association
 Communication with Members Policy POL-MEM-012
 Directors Code of Conduct POL-PPL-001
 Privacy Policy POL-PPL-030

Date	Action (Created/Reviewed)	Created/Reviewed by	Next review due
18 January 2013	Created	Board of Directors	
3 February 2013	Approved	Board of Directors	