

4WD Adventurers Club of South Australia

SOCIAL MEDIA POLICY

Policy overview and purpose

This policy has been developed to inform our club about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists in establishing a culture of openness, trust and integrity in all online activities related to 4WD Adventurers Club of South Australia.

This policy contains 4WD Adventurers Club of South Australia guidelines for the 4WD Adventurers Club of South Australia community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying principles

This policy complements 4WD Adventurers Club of South Australia's core values.

The 4WD Adventurers of SA Committee is responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of 4WD Adventurers Club of South Australia, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of 4WD Adventurers Club of South Australia
- persons appointed or elected to committees and sub-committees.

Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, Google+, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Instagram, etc)
- Blogs and micro-blogging platforms
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Facebook Mentions, etc)
- Podcasting (e.g. iTunes, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing 4WD Adventurers Club of South Australia on social media; and
2. if you are posting content on social media in relation to 4WD Adventurers Club of South Australia that might affect 4WD Adventurers Club of South Australia's events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to 4WD Adventurers Club of South Australia or its events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to 4WD Adventurers Club of South Australia may still be regulated by other policies, rules or regulations of 4WD Adventurers Club of South Australia.

Using social media in an official capacity

You must be authorised by 4WD Adventurers of SA Committee before engaging in social media as a representative of 4WD Adventurers Club of South Australia.

To become authorised to represent 4WD Adventurers Club of South Australia in an official capacity, you must hold the position of Facebook CoOrdinator or be an authorised delegate of same.

As a part of 4WD Adventurers Club of South Australia you are an extension of the 4WD Adventurers Club of South Australia brand.

As such, the boundaries between when you are representing yourself and when you are representing 4WD Adventurers Club of South Australia can often be blurred. This becomes even more of an issue as you increase your profile or position within 4WD Adventurers Club of South Australia. Therefore it is important that you represent both yourself and 4WD Adventurers Club of South Australia appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to 4WD Adventurers Club of South Australia or its events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for 4WD Adventurers Club of South Australia.

Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source

and the facts before uploading or posting anything. 4WD Adventurers Club of SA recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of 4WD Adventurers Club of South Australia) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of 4WD Adventurers Club of South Australia's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of 4WD Adventurers Club of SA.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by 4WD Adventurers Club of South Australia, it is perfectly acceptable to talk about 4WD Adventurers Club of South Australia and have a dialogue with the community, but it is not okay to publish confidential information of 4WD Adventurers Club of South Australia. Confidential information includes things such as personal details of club members or financial information.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including political, defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and 4WD Adventurers Club of South Australia's own copyrights.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and 4WD Adventurers Club of South Australia members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by 4WD Adventurers Club of South Australia's values and Anti-Discrimination, Harassment, Bullying and Child Protection Policies.

Avoiding controversial issues

Within the scope of your authorisation by 4WD Adventurers Club of South Australia, if you see misrepresentations made about 4WD Adventurers Club of South Australia in the media, you may point that out to the relevant committee members. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If 4WD Adventurers Club of SA makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses the Club of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put 4WD Adventurers Club of SA at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Intellectual property of 4WD Adventurers Club of South Australia

You must not use any of 4WD Adventurers Club of South Australia's intellectual property or imagery on your personal social media without prior approval from the Club.

4WD Adventurers Club of South Australia's intellectual property includes but is not limited to:

- logos
- slogans
- imagery which has been posted on 4WD Adventurers Club of South Australia official social media sites or website.

You must not create either an official or unofficial 4WD Adventurers Club of South Australia presence using the organisation's name without prior approval from 4WD Adventurers Club of South Australia.

You must not imply that you are authorised to speak on behalf of 4WD Adventurers Club of South Australia unless you have been given official authorisation to do so by the 4WD Adventurers Club of SA committee.

Where permission has been granted to create or administer an official social media presence for 4WD Adventurers Club of South Australia, you must adhere to the 4WD Adventurers Club of South Australia Guidelines.

Policy breaches

Breaches of this policy include but are not limited to:

- Using 4WD Adventurers Club of South Australia's name, and/or logo in a way that would result in a negative impact for the clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, if said in person that would result in a breach of the club policies.
- Posting or sharing any content in breach of 4WD Adventurers Club of South Australia's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing 4WD Adventurers Club of South Australia, its affiliates, its committee members, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If you notice inappropriate or unlawful content online relating to 4WD Adventurers Club of South Australia or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Investigation

Alleged breaches of this social media policy may be investigated by 4WD Adventurers Club of South Australia and where it is considered necessary, 4WD Adventurers Club of South Australia may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Members of 4WD Adventurers Club of South Australia who breach this policy may face disciplinary action up to and including termination of membership.

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws