

CROQUET ASSOCIATION QUEENSLAND INC.



Policy: SOCIAL MEDIA POLICY

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14. CAQ SOCIAL MEDIA POLICY



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Introduction

Social media is changing the way we communicate. It represents a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with any Croquet Association Queensland's (CAQ's) Media Relations Policy in order to maximise our social media reach while protecting our members, stakeholders and our public reputation.

Purpose

This policy has been developed to inform our community 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 to establish a culture of openness, trust and integrity in all online activities related to CAQ. It contains CAQ's guidelines for the Queensland Croquet community to engage in social media use.

This policy provides guidance for members of CAQ on their professional and personal use of social media and outlines the expectations for all members to ensure legal and responsible representation of the organisation within social media.

In this guideline, personal use includes instances where you can be identified as a member of CAQ and/or you are talking about the organisation or its members. Professional use includes instances where you declare yourself to be a member of CAQ in the context of making comments from a professional capacity. This is irrespective of whether or not you are utilising a computer, smart phone or any other device capable of connecting to social media sites.

This policy recognises that all communications by members of CAQ on social media sites must comply with the CAQ Code of Conduct. These documents establish clear requirements for compliance as well as sanctions for policy breaches.

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.

Scope

Social media is the term for the range of web-based/on-line communication tools that enable people to interact and share information and ideas online.

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

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, 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.

CAQ seeks to encourage information and link-sharing amongst its membership and volunteers, and seeks to utilise the expertise of its volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that CAQ wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures are reviewed at regular intervals.

Policy

CAQ's social media use shall be consistent with the following core values:

- **Integrity:**
CAQ will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.

- **Professionalism:**
CAQ's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Volunteers may, from time to time and as appropriate, post on behalf of CAQ using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:**
 - CAQ encourages the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its members.
 - CAQ should seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck that avoids placing the organisation's reputation at risk.

Legal considerations

In addition to CAQ's internal policies and Code of Conduct, anyone using social media at any time is also subject to state and federal laws. Key legal obligations to consider are listed below while using social media.

- **Defamation.** Do not publish material that might cause injury to another person, their family or CAQ's reputation.
- **Copyright and permissions.** Respect copyright laws and the use of copyrighted material and attribute work to the original author/source wherever possible. You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.
- **Offensive or obscene material.** Posting material that is offensive or obscene may infringe relevant state, federal and/or online classification laws if it is pornographic, sexually suggestive, harassing, hateful, racist, sexist, abusive or discriminatory.
- **Privacy of individuals.** CAQ has an obligation to protect the personal information of all members. When using social media, the privacy of CAQ and any member's confidential information must be maintained at all times.
- **Branding and intellectual property.** You must not use any of CAQ's intellectual property or imagery on your personal social media without prior approval from CAQ. Intellectual property includes but is not limited to trademarks, logos, slogans and imagery which has been posted on CAQ's official social media sites or website.

General information

Material posted on social media sites can live in cyberspace much longer than you might think and once an item is posted, it is largely uncontrolled. Keep in mind that you are not necessarily anonymous online and that all computer IP addresses can be tracked by other web users. Posts regarding anything or anyone related to the organisation are still covered by all the above considerations – even if they take place out of work hours or on private and restricted networks.

Compliance

Depending on the circumstances, non-compliance of this guideline may constitute a breach of CAQ's policies and/or Code of Conduct. If you fail to comply with this guideline, you could face disciplinary action – and in serious cases, cancellation of your membership.

CAQ will adhere to the Procedures outlined below.

Procedure

Responsibilities

The CAQ Management Committee will oversee expansion of social media and help to develop the Social Media Strategy in line with the organisation's Media Relations Policy.

Appointed Officers and / or volunteers may, from time to time and where appropriate, post on behalf of CAQ, using the organisation's online social media profiles. This is to be done only with the express knowledge and authorisation of the Management Committee.

The CAQ's Communication Sub-Committee or its nominee has ultimate responsibility for:

- Ensuring that all posts are in keeping with CAQ's core Social Media Policy.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.
- It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

Delegation

Social media is often a 24/7 occupation; as such, such responsibilities as outlined above may be delegated to appropriate staff/volunteers.

Processes

Posting to social media

Before social media posts are made, volunteers should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to CAQ's members and stakeholders?
- Is the information in keeping with the interests of the organisation and its constituted aims?
- Could the post be construed as an attack on another individual, organisation or project?
- Would CAQ's sponsors be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that CAQ would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by Croquet Association Queensland? Does it maintain the organisation's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Chair of CAQ's Communication Sub-Committee or its nominee . A few moments spent checking can save the organisation big problems in the future.

Damage limitation

- In the event of a damaging or misleading post being made, CAQ's President should be notified as soon as possible, and the following actions should occur:
- The offending post should be removed.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.
- If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, revert to the CAQ Media Relations Policy.

Moderating social media

The reputation of CAQ is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Excessive or inappropriate use of swearing
- Defamatory, slanderous or aggressive attacks on CAQ, other individuals, organisations, projects or public figures
- Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license
- Breach of data protection or privacy laws
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting CAQ's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible
- Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to block, ban and remove posts ultimately lies with the Communications Sub-Committee's Chair or its nominee. But may, at their discretion, be delegated to responsible volunteers.

Related Documents

- [Media Relations Policy](#)
- [Code of Conduct Policy](#)
- [Privacy Policy](#)
- [Copyright Policy](#)

Authorisation

Croquet Association Queensland Inc. Management Committee.

Any comments or questions on the CAQ Social Media Policy should be forwarded to:

The Secretary, Croquet Association Queensland Inc., Sports House, 150 Caxton Street, Milton Q.
4064.

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