

NATIONAL BUCKSKIN SOCIETY INC

SOCIAL MEDIA POLICY



Rationale:

Social networking sites such as Facebook, Twitter, MySpace, YouTube etc have become an increasingly popular means of communication in recent times and have facilitated widespread communication between people without the geographical barriers that have previously existed to such communications. Social media gives individuals, groups, organisations and businesses the opportunity to instantly share information with online communities. Blogs, forums, social networking and video sharing sites are the most popular types of social media sites, however, any forum which allows a user to upload and share information is considered part of the social media space. It is also important to note that information that is shared need not be written; it could take the form of an image or audio visual material.

The National Buckskin Society Inc supports the use of social media as an effective method of communication and is a valuable way to engage with members and the broader public.

Social media provided great benefits in increased communication but it also has the potential to harm the reputation of the Society and its members.

Aims:

This policy has been adopted by the Society to maintain the integrity of the Society as a cohesive and reputable organisation

To remind all members that inappropriate use of social media in any form can be harmful and damaging to members and / or the Society, and may have legal implications.

Scope:

Individuals bound by this policy include, but are not limited to Committee Members, Members and Associate Members, Officials such as judges and stewards and volunteers. For the purpose of this document, the above mentioned will be collectively referred to as "NBS representatives."

For the purpose of this policy, the following definitions will apply:

Social Media includes all internet based publishing technologies. Most forms of Social Media are interactive, allowing authors, readers and publishers to connect and interact with one another. The published material can often be accessed by anyone. Forms of Social Media include, but are not limited to, social or business networking sites, video or photo sharing websites, business/corporate and personal blogs, micro blogs, chat rooms and forums.

Responsibilities:

NBS representatives should be mindful that information shared on social media appears in public so careful consideration should be given to content before it is posted. Never forget that information posted online will eventually enter the public domain, even if this was not the intention of the original poster. Information which is shared online is difficult to retract. Even if a poster removed their original comments, this does not mean that the comments are removed from circulation by other people. Even after a post has been removed, it can still be traced back to the original poster.

Adhering to these guidelines will ensure the reputation of the NBS Inc and its members, officials and volunteers are protected. In accordance with the NBS Code of Conduct, defamatory, disrespectful and hateful comments about individuals or organisations will not be tolerated.

In accordance with the NBS Rules and Code of Conduct, NBS representatives must not bring the Society or its members into disrepute. The use of defamatory, disrespectful and hateful or threatening comments target at an individual or organisation will not be tolerated. Comments which are contrary to the spirit and integrity of the Society will not be tolerated.

NBS representatives must be aware that the publishing of confidential or sensitive information regarding the Society and its members is not permitted.

If an NBS representative fails to follow these guidelines, the NBS has the right to demand that the comments/post be removed immediately, Representatives to do not comply with this request will face disciplinary action.

All NBS representatives must also refrain from posting, sending, forwarding or using, in any way, any inappropriate material including but not limited to material which:

- is intended to (or could possibly) cause insult, offence, intimidation or humiliation to the NBS or its members, officials, business partners, suppliers, volunteers or the public
- is defamatory or could adversely affect the image, reputation, viability or profitability of the NBS or its members, officials, business partners, suppliers, volunteers or the public and/or
- contains any form of Confidential Information relating to the NBS or its members, officials, business partners, suppliers, volunteers or members of members of the public

As with any form of public communication, online communication can be subject to legislation. Representatives should be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments can lead to legal action.

The NBS recognises that social media is a popular method of communication and encourages its use as a positive tool to help promote the aims and objectives of the Society and its members. The NBS concurs with the "Front Page Rule" - "if you are not prepared to see your comments on the front page of a newspaper – don't say it".

Email Usage

To protect the NBS from the potential effects of the misuse and abuse of email, the following instructions are for all users representing the NBS

No material is to be sent as email that is defamatory, in breach of copyright or business confidentiality, or prejudicial to the good standing of the NBS in the community or to its relationship with other members, or potential members, or the public, suppliers and any other person or business with whom it has a relationship.

Emails must not contain material that amounts to gossip about other members or that could be offensive, demeaning, persistently irritating, threatening, and discriminatory, involves the harassment of others or concerns personal relationships.

When using email a person must not pretend to be another person.

Failure to comply with this policy may result in disciplinary action

Last updated 20th April 2015