

The Port Adelaide Caledonian Society Inc.
POLICY NO.6
SOCIAL MEDIA ENGAGEMENT POLICY

PURPOSE

Social media provides an excellent opportunity for people to gather in on line communities of shared interest and create, communicate and utilise the content. The interest and participation in social media is growing quickly and organisations are recognising that social media offers new opportunities to communicate with members and other organisations with shared interests.

The Port Adelaide Caledonian Society Inc.(PACS) sees social media as an important tool of member engagement. Members are encouraged to use social media in a personal capacity as a way to share information and views with friends and communities – both old and new. With the growth and application of social media, the PACS has identified the need to have a policy which ensures that members who use social media either as part of their role, or in a personal capacity, are fully aware of the organisation's expectations in relation to social media engagement when it is about PACS, our services, our people and/or other business related individuals or organisations. The Port Adelaide Caledonian Society's policy on Social Media Engagement is designed to protect the interests of members and the Society.

THE ESSENTIAL GUIDING PRINCIPLES OF THIS POLICY

1. To ensure that members are fully aware of who they are representing and that all references to PACS are correct and factual.
2. To demonstrate respect for the individual and communities with which you interact at all times.
3. To convey that this policy does not apply to members' personal use of social media platforms where the member makes no reference to PACS related matters.

APPLICATION

Social Media Engagement is a policy of PACS and it applies to all current members, volunteers, contractors and to any other person who is notified that this policy applies to them. If you require clarification about aspects of this policy and how it applies to your own circumstances, please refer your queries to the PACS Executive.

POLICY

PACS appreciates the value in using social media to build relationships with members, communities and other relevant stakeholders. If you are officially accredited to represent PACS in social media, or if you are discussing PACS or PACS business related issues in your personal use of social media platforms, you are required to follow this Policy.

Social media tools include:

- Social networking sites such as Facebook, MySpace, Bebo, Friendster;
- Video and photo sharing websites such as Flickr, YouTube;
- Micro-blogging sites such as Twitter;
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups;
- Online encyclopaedias such as Wikipedia;
- Any other web sites that allow individual users or companies to use simple publishing tools.

PACS PRINCIPLES OF SOCIAL MEDIA ENGAGEMENT APPLY WHERE:

- You are authorised to represent PACS on social media platforms and are using a social media platform for organisational purposes. Further information is outlined below.
- You choose to make references to PACS, its people, products or services, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. Further information is outlined below.

PACS's Social Media Engagement Policy does not apply to personal use of social media platforms where you make no reference to PACS related matters.

1. SOCIAL MEDIA ENGAGEMENT FOR ORGANISATIONAL PURPOSES

(These policy statements relate to PACS Directors, the PACS Committee and any other persons purporting to represent PACS in an official capacity)

Before you operate as a representative of PACS on a social media platform, you must have approval from the PACS Committee and demonstrate that you are fully aware of this policy and procedures. This section details how you will represent PACS as part of your role responsibilities.

REPRESENTATION

You are required to:

- Disclose that you are a PACS member and be clear about who you are representing and your role and accountabilities;
- Disclose only publicly available information. You must not comment on or disclose confidential PACS information (such as financial information, future organisation performance, organisation plans, imminent departure of key executives), except under the written authorisation of the PACS Executive.

If you require clarification about what PACS information is in the public domain, you should seek advice from the PACS Executive.

RESPONSIBILITY

You are required to:

- Ensure that any content you publish is factual and accurate and complies with relevant PACS policies, particularly those relating to confidentiality and disclosure (see Representation section above);
- Ensure that you have received the appropriate Committee clearances and approvals in accordance with PACS's policy for releasing information in the public domain;
- Only offer advice, support or comment on topics that fall within your area of responsibility. For all other matters refer the member or outside party to the PACS Executive;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including PACS, its members, its contractors, its competitors and/or other business related individuals or organisations;
- Ensure you do not disclose other people's personal information in social media sites, and that you comply with the PACS Privacy Policy.

RESPECT

You are required to:

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

2. PERSONAL USES OF SOCIAL MEDIA PLATFORMS

(These policy statements relate to PACS members and other related parties when using social media sites in a personal capacity)

This section of the Social Media Engagement policy applies if you choose to make references to PACS, its people, members or services, its 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 PACS position.

REPRESENTATION

You are required to:

- Identify yourself as an PACS member if you refer to PACS, its people, members and services, its competitors and/or other business related individuals or organisations;
- Ensure you do not imply in any way that you are authorised to speak on PACS's behalf;
- Ensure you do not knowingly use the identity of another PACS member or official;
- Be mindful during your social media engagements of the importance of not damaging PACS's reputation, interests and/or bringing PACS into disrepute;
- Disclose only publicly available information. You must not comment on or disclose confidential PACS information (such as financial information, future organisation performance, organisation plans, imminent departure of key executives), except under the written authorisation of the PACS Committee. If you require clarification about what PACS information is in the public domain, you should seek clarification from the PACS Executive Director;
- Take care not to include PACS's logos or trademarks in your postings.

RESPONSIBILITY

You are personally responsible for the content of your posts on line. In this context, you have a responsibility to ensure that:

- Any information about PACS that you provide is informed and accurate;
- Where you express your opinions you must state they are your personal opinions;
- You use a permanent disclaimer if you are referring regularly to PACS or PACS related issues. An example of a disclaimer is "the views expressed in this post are mine only and do not necessarily reflect the views of PACS."
- If you are offering your personal perspective on a matter related to PACS, you must ensure that your commentary and opinion does not cause damage to PACS or its interests.
- You reference only publicly available information available on the PACS website;
- You are not the first to make a PACS announcement;
- You do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about PACS, its directors, members, its contractors, its partners, its competitors and/or other business related individuals or organisations.

RESPECT

You are required to:

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

BREACH OF POLICY

As is the case with all of PACS's policies and procedures, if you do not comply with this Policy you may face disciplinary action under the Port Adelaide Caledonian Society Inc. Constitution. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your membership or engagement with PACS.

PACS may recover from you any costs incurred as a result of a breach of this Policy.

If you break the law you may also be personally liable.

This Policy will be implemented and enforced as from 01 July 2012.

Approved: _____

Signature: _____

Date of Original Policy: _____

Date Reviewed: _____