



# Social Media Policy

## AMR's commitment

Electronic communication is essential for the sharing of club news and information with our members and general public. Our communication will be timely, appropriate and related to club business.

## What we will do

AMR use a range of electronic tools to communicate with our members and general public.

Our communication will protect members' privacy, maintain clear boundaries and ensure that bullying and harassment does not occur.

A webmaster will be appointed to provide accountability and control over material published on our club's website and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

## Website

- Our website will include current information on public open days, private parties, social events, committees, policies, constitution, rules and by-laws.
- No offensive content or photos will be published.
- If we intend to publish a photo of a child, we will first seek permission from his or her parents and take care not to provide identifying information.
- We will seek feedback from members to improve the information available on the site.

## SMS and email

Committee members may use SMS and email to provide information about club-sanctioned social events and other club business, such as party bookings, however:

- SMS messages should be short and about club matters
- email communication will be used when more information is required

## Social media websites

AMR treat all social media postings, blogs, status updates and tweets as public 'comment'.

- Postings (written, photos or videos) will be family-friendly and feature positive club news and events.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.



- Abusive, discriminatory, intimidating or offensive statements will not be tolerated.
- Offending posts will be removed and those responsible will be blocked from the site.

### **What we ask you to do**

AMR expects its members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute

### **Non-compliance**

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our member code of conduct.

Under certain circumstances, cyber bullying (e.g. 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.

In addition, members who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

This Social Media Policy was last amended on 19/8/2014