



SAMPLE SOCIAL MEDIA POLICY

<Insert Club Name> fully acknowledges and recognises the emergence and influence of social media in the modern world and the rights of individuals to actively participate in the undertaking of such activities.

<Insert Club Name> acknowledges the right and freedom of members to engage in social media but needs to protect the organisation at the same time. It is for this purpose that we chose to draft this policy.

Scope

This policy refers to the use of social media which includes multi-media, private and business oriented social networking websites (e.g., Facebook, Twitter, LinkedIn, etc.) and all other internet postings including blogs and wikis. The absence or lack of explicit reference to specific social media does not limit the extent of this policy.

The principles of this should be applied to all kinds of online communication including personal websites and blogs, discussion boards, email groups, and instant messaging.

The policy sets out the expectations for the conduct of all individuals who are directly affiliated with <Insert Club Name>. The referred affiliates include the following:

1. Directors
2. Managers
3. Officers
4. Employees
5. Contractors
6. Staff members
7. Volunteers
8. Club members

Definition of social networking

Social networking is defined as an online service, platform or site that focuses on building and reflecting social networks or social relations among people who share interests and/or activities. Social networking sites allow users to share ideas, activities, events and interests within their individual networks.

Objectives

1. Establish clear guiding principles as to how our affiliates should conduct themselves when engaging in social media, whether the engagement be official or unofficial in nature.





2. Cultivate an environment wherein the usage of social media contributes to the welfare and productivity of our organisation.
3. Prepare our affiliates on the hazards and responsibilities of partaking in social media activities.
4. Protect our business and its affiliates from any legal threats that may arise as a result of social media usage.

Responsibilities

When accessing and using social media, our affiliates must ensure they conduct themselves in a way that reflects positively on <Insert Club Name>. When using social media outside of the work environment affiliates should be aware that when posting they are not authorised to represent <Insert Club Name> nor express a view on behalf of <Insert Club Name>.

Chat rooms, blogs and newsgroups are public forums where it is inappropriate to reveal confidential business information, personal data relating to other individuals, member details, complaints or any other material covered by company policies and procedures. The expression of opinion on social networks may inadvertently reveal information which is not suitable for public consumption and individuals should be mindful of this and ensure they do not engage in inappropriate behaviour.

Inappropriate behaviour includes (but is not limited to):

1. Comments that may damage the reputation of <Insert Club Name>, regardless of whether <Insert Club Name> is named directly or identifiable in another manner.
2. Photographs or other digital media of any member or affiliate behaving inappropriately, which may be linked to <Insert Club Name>.
3. Posting comments or photographs of <Insert Club Name> affiliates or members without their express permission.
4. Posting threatening comments, bullying or harassing co-workers or members.
5. Making derogatory, disparaging, defamatory, discriminatory, or offensive comments regarding <Insert Club Name> members, affiliates, or others including suppliers, sub-contractors or stakeholders.
6. Disclosure of confidential information relating to <Insert Club Name> affiliates or members.
7. Disclosure of information that is financial, operational, and/or legal in nature.
8. Posting content that may violate any law or infringe on privacy rights of any person.
9. Post content that violates the intellectual property rights of any party.
10. Post false or defamatory statements about any individual, community, company, organisation or any other entity.

