

Coastal Community Dog Training Club Inc.

Social Media Policy

PURPOSE

This policy sets out the rules and guidelines for members of Coastal Community Dog Training Club Inc. including ordinary members, Committee members, Instructors and other volunteers, when using social media.

This policy covers any social media posts or interaction between members and volunteers that relate to Club matters or any social media communication by a Club member on behalf of the Club.

CCDTC Inc. requires all members and volunteers to be bound by this Social Media Policy and to conduct themselves appropriately when using social media.

CCDTC maintains two types of social media channels:

- public official social media pages used to promote the Club and its activities; and
- private communication groups for members and volunteers.

Public Official Social Media Pages:

- Website - www.coastalcommunitydogtrainingclub.com.au
- Instagram Page - @CCDogTrainingClub
- Facebook Page - Coastal Community Dog Training Club Inc.

Private Communication Groups (Facebook)

- Coastal Community Dog Training Club Inc. – Members Only Communication Group
- CCDTC Volunteers.

This policy must be promoted in all CCDTC Inc. social media pages and published on the CCDTC Inc. website.

SOCIAL MEDIA AIMS & RULES

The primary aims of the Club's social media channels are to promote CCDTC Inc. and to facilitate its training, events and activities.

All social media activity including but not limited to website content, status updates, posts, photos, videos and tweets, must aim to promote the Club and associated dog sports and activities in a positive way and should respect and maintain the privacy of others.

Social media activity must not contain:

- material which is, or has the potential to be, offensive, aggressive, threatening, defamatory, discriminatory, harassing, embarrassing, intimidating, sexually explicit, hateful, racist or otherwise inappropriate;

- offensive comments about or to Club members, Instructors, volunteers or officials or members of the public;
- material which is inaccurate, misleading or fraudulent; or
- material which is in breach of laws, court orders or contracts.

Committee members and Instructors have particular responsibilities in promoting the Club's interests and must not publish comments or other material on social media that bring the Club, its Instructors, members or activities into disrepute.

SOCIAL MEDIA ADMINISTRATION

- All social media sites and pages representing, owned or administered by the Club must be approved by the CCDTC Inc. Committee prior to establishment.
- The administrators of the CCDTC Inc. website, Facebook pages and Instagram Account must be financial members of the Club and at least one of the administrators for each site, page or account shall be a member of the Club Committee.
- The administrators of the CCDTC Inc. website, Facebook page and Instagram Account must be approved by the CCDTC Inc. Committee.
- Activity on the CCDTC Inc. official social media channels will be regularly reported to and monitored by the CCDTC Inc. Committee.

Administration of the private CCDTC Members' Only Communication Group Facebook page:

- The aim of the private Facebook group is to facilitate communication with Club members and organisation of the Club's training, activities and events.
- The group moderators/administrators should allow free discussion but actively moderate discussions in compliance with this policy.
- The privacy status of this Facebook page shall be kept as "Private" and admission to the group will require approval by the moderators/admins of the groups.
- Membership of the private Facebook group will be restricted to people who are financial members of the Club or who otherwise perform official, voluntary or guest services or duties at the Club or its events.

VIOLATIONS OF THE SOCIAL MEDIA POLICY

Any person who contravenes the Club's Social Media Policy:

- may have specific posts or comments removed from the pages/groups;
- may have their membership/access to the pages/group removed/blocked until further notice;
- may receive a written warning from the page/group administrator including an explanation of why the action has been taken.

Severe breaches of this policy will be referred to the CCDTC Inc. Committee for consideration and further action, which may involve removal/blocking from social media channels or other disciplinary action in accordance with the Club's Constitution and Rules.

Last Updated: 4 May 2020

Next Update: December 2020