



SOCIAL MEDIA

1.0 PURPOSE

This purpose of this policy is to inform the Darwin Flyrodders Incorporated (DFR) community about using social media to enable Members to participate, while being mindful of their responsibilities and obligations.

Darwin Flyrodders Incorporated (DFR) expects that all Members who contribute to social media will familiarise themselves with this policy, DFR Constitution and Code of Conduct, related guidelines and procedures, and will act responsibly in references to DFR in their social media and online activities.

This policy should be read in conjunction with all other DFR policies, including the Constitution and Code of Conduct.

2.0 APPLICATION

This policy applies to all persons involved with the activities of DFR, whether they are in a paid, unpaid or voluntary capacity and including Life Members and Members for Life of DFR.

For the purposes of this document, any references made to “Members” include the aforementioned persons.

This policy is applicable when using social media:

1. As an officially designated individual representing DFR on social media;
2. if posting content on social media in relation to DFR that may be considered to affect DFR business, products, services, events, sponsors, members or reputation.

This policy does not apply to the personal use of social media where it is not related to, or there is no reference to DFR or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to DFR may still be regulated by other policies, rules or regulations of DFR.

3.0 COVERAGE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Social networking or messaging services (e.g. Facebook messenger or group chats)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

4.0 POLICY

As a part of DFR, community members are an extension of the DFR brand.

All members must adhere to the following requirements when using social media related to DFR its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

All Members of Darwin Flyrodders Incorporated must not:

- Bring the DFR, members, sponsors or affiliates into disrepute;
- Compromise the effectiveness of the Association;
- Defame individuals or the Association;
- Imply DFR endorsement of personal views;
- Disclose, without authorisation, confidential information or
- use social media to the detriment of DFR professional activities.

Members must be authorised by both a minimum of one DFR Committee Member and the Webmaster before engaging in social media as a representative of DFR

4.1 Use Reasonable Thinking

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from the DFR Committee Members or the Webmaster before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for DFR.

4.2 Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

4.3 Honesty

Your honesty - or dishonesty - may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. DFR recommends erring on the side of caution - if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. You must use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

4.4 Use of disclaimers

All members must include a prominent disclaimer stating you are affiliated with DFR (e.g. member of Darwin Flyrodders Incorporated), that anything you publish is your personal opinion and you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Legal matters are considered to be outside of this Policy and being a member does not remove other legal responsibilities of persons (personal interests).

4.5 Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of DFR confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of DFR

Remember, if you are online, you are on the record - much of the content posted online is public and searchable.

As authorised by the DFR Committee, it is perfectly acceptable to talk about DFR and have a dialogue with the community, but it is not acceptable to publish confidential information of DFR Confidential information includes things such as Committee minutes that are yet to be made public, details about litigation, unreleased product information and unpublished details about our DFR: e.g. team, coaching practices, financial information and trade secrets.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

4.6 Gaining permission when publishing a person's identifiable image

You must obtain written permission from an individual to use a direct, clearly identifiable image of that person. This permission includes both from photographer, owner of the image and identifiable persons within the image.

You must also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

4.7 Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

4.8 Abiding by copyright laws

You must comply with the laws governing copyright in relation to material owned by others and DFR own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

4.9 Discrimination, sexual harassment and bullying

The public in general, and DFR members, reflect a diverse set of customs, values and points of view. The DFR is a child friendly actively encourages members of all ages including members under 18 years.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by DFR constitution and Code of Conduct.

4.10 Avoiding controversial issues

If a member sees misrepresentations made about DFR in the media, you may point that out to a Committee member or the Webmaster in the DFR. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

4.11 Dealing with mistakes

If DFR makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses DFR of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek DFR Committee guidance.

4.12 Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

4.13 Branding and intellectual property of Darwin Flyrodders Incorporated.

You must not use any of DFR intellectual property or imagery on your personal social media without prior approval from DFR.

DFR intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on DFR official social media sites or website.

You must not create either an official or unofficial DFR presence using the organisation's trademarks or name without prior approval from DFR.

You must not imply that you are authorised to speak on behalf of DFR unless you have been given official authorisation to do so by a Committee member or the Webmaster.

5.0 REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to DFR or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to a Committee member.

6.0 INVESTIGATION

Alleged breaches of this social media policy may be investigated according to DFR's disciplinary procedures

Where it is considered necessary, DFR may report a breach of this social media policy to police.

7.0 CONSEQUENCES OF BREACH

Depending on the circumstances, breach of this policy may be dealt with in accordance with the DFR Constitution, Code of Conduct and may lead to disciplinary action up to and including termination of membership.

Where inappropriate use under this policy constitutes a breach of any law, action may also be taken in accordance with that law by DFR or concerned third parties.

8.0 RELATED POLICIES

- Constitution
- Code of Conduct

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000
- Equal opportunity laws
- Contempt of Court
- Gaming laws

9.0 DOCUMENT REVIEW

Document details	
Document title	Social Media Policy
Contact details	DFR Committee (WHO?)
Date and version	January 2017 Version 1.2.1
Approved by	
Date approved	
Document review (for example, annually)	Annually