

Parramatta Toastmasters Club

“Social Media Policy”

Background

The Parramatta Toastmasters Club recognises the value of online social media tools for connecting with executive officers, members, and non-members. Our web presence should project a positive image that is reflective of our overall brand and is consistent with our mission. In order to ensure we maintain a values-oriented, positive, professional image, to protect the safety and privacy of our members and visitors, members are required to abide by the following expectations when using social media for professional or personal purposes. This policy has been established to maintain the integrity of our Parramatta Toastmasters’ brand with respect to communication frequency, strategy, message and appearance.

Objective

The objective of this Social Media Policy is to:

- Actively encourage members to be a part of the clubs social media presence and actively contribute to the clubs social media platforms.
- Protect the Club’s reputation from being brought into disrepute through Club members’ use of social media; and
- Protect the Club’s members from the possibility of bullying, harassment or discrimination through inappropriate use of social media.

Scope

This policy applies to all members and all forms of social media including, but not limited to:

- Social networking sites e.g. Facebook, Twitter, MySpace, LinkedIn
- Video and photo sharing websites e.g. YouTube, Flickr
- Weblogs – corporate blogs, personal blogs or blogs hosted by traditional media
- publications
- Forums and discussion boards e.g. Whirlpool, Yahoo! Groups, Google Groups
- Any other website that allows individual users or companies to use publishing tools

for clarification about aspects of this policy and how it applies to you, please contact the Club President or the Social Media Officer.

Procedure

The member will be personally responsible for the content you publish on any form of the social media platforms. When in doubt, you should seek guidance from the Club on how to comply with the following obligations.

Where your comments or profile can identify you as a Club member:

You should ensure that you:

- refrain from commenting on any Club policies or procedures,
- do not make negative or offensive comments about the organization and / or members,
- only disclose and discuss publicly available information,
- ensure that all content published is accurate and not misleading,
- be polite and respectful to all people you interact with,
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws, and the Club's policies in relation to bullying, harassment and discrimination.

You should ensure that you do not:

- post material that is, or might be construed as, offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court order, or is otherwise unlawful,
- imply that you are authorised to speak as a representative of the Club, nor give the impression that the views you express are those of the Club
- use the identity or likeness of another member of the Club
- use or disclose any confidential information obtained in your capacity as a member of the Club
- use your Club email address or any logos or insignia that may give the impression of official support or endorsement of your personal comment
- make any comment or post any material that might otherwise cause damage to the Club's reputation or bring it into disrepute.

Breach of Policy

The Club will consistently apply and look to enforce this policy.

All members who interact or intend to interact with any Club related social media must be sensitive to the requirements of this policy, and as such we ask that all members fully comply with this policy.

Any member that believes that there has been a breach of this policy should bring the matter to the attention of the President as soon as practicably possible. The President will discuss any breach with the member or members involved and determine the best course of action to take.