

Speckle Park International Inc.

Social Media Policy

Policy

SPI is committed to ensuring effective and positive communication between members in all mediums.

Social media is defined as a group of online applications such as social networking sites, blogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content.

Policy Objectives

SPI intend to utilise varied forms of communication to promote the work of the SPI association and their members, and to engage the community in a safe, healthy and positive manner.

RESPONSIBILITIES

The Executive Committee/Board

- Is responsible for the administration and moderation of all SPI social media.
- Shall ensure that a minimum of two moderators are approved and active for each social media site. These will be board members or association members.
- Shall ensure that the nominated moderators are aware of the rules and guidelines attached to this policy.
- Shall ensure a black-list is active on the Facebook page which will allow moderation of inappropriate language and pictures.

Social Media Site Moderators

(see <https://www.facebook.com/business/a/page-moderation-tips> for more ideas)

Are responsible for removing posts that:

- Are unlawful, libellous, defamatory, sexually explicit, obscene, abusive or violate others privacy rights.
- Contain personal information such as telephone numbers, street addresses or email addresses.
- Use vulgar or inappropriate language.
- Degrade others on the basis of gender, race, ethnicity, national origin, religion, sexual orientation or disability.
- Are a personal attack or designed to incite others to violate rules.
- Are disruptive or off topic.
- For solicitation of donations.
- Contain copyright protected materials.
- Include link baiting (embedding a link in your post to draw traffic to your own site)
- Are spamming in nature.

SPI Association Members

- Agree to follow SPI policies including this Social Media Policy when using social media
- Agree to be clear in representing SPI. Where a member is not representing SPI it should be made clear that comments are made by you as an individual.
- Shall be mindful that your role with SPI may create a connection between what you say online and the SPI Association itself. Identify when discussion SPI related topics or issues.
- Shall represent SPI well and be sure that the content published is consistent with expected professional standards.
- Shall be mindful that social media posts may have consequences when they are not appropriate.
- Will respect copyright and show respect for copyright laws and fair use of copyrighted materials owned by others, including user-generated content.
- Will be polite and considerate in all social media activities.
- Where a post is negative or brings disrepute to SPI it shall be reported immediately to the moderator for removal or blocking at the discretion of the moderators.

Facebook Guidelines and Rules

- Members will be polite and considerate
- Where a post is negative or brings disrepute to SPI it shall be removed by a moderator.
- Where a party continues to post negative comment they may be blocked and removed from the group.
- Please no business posts, if you feel you have something relevant to SPI or their members contact one of the administrators first.

Speckle Park International Inc. has adopted this social media policy at a general meeting of the members on 16th April 2018.