



Social Media Policy for Speckle Park International Limited

1. Context

- 1.1 Speckle Park International (SPI) utilises various forms of communication to promote the work of SPI and their members and to engage with the community in a safe, healthy and positive manner.
- 1.2 SPI is committed to ensuring effective and positive communication between its members in all mediums and encourages its members to use good judgment when making decisions about publishing content online.

2. Policy Objectives

- 2.1 This policy is intended to provide clarity to all members on how to conduct themselves when using or participating in online social media activity, including on behalf of SPI or through personal accounts which members have created and/or administer themselves.
- 2.2 This policy is also intended to provide clarity to members in relation to their responsibilities when using social media and protecting the interests and reputation of SPI. It is also intended to outline responsibilities of, and measures that may be taken by, the Executive and Board of SPI in relation to online social media publications made by members.

3. Scope

- 3.1 Social media tools are defined as all online media which allow user participation and interaction including but not limited to:
 - a. social networking sites;
 - b. blogs and blogging platforms;
 - c. video, photo and audio sharing sites;
 - d. forums and discussion boards; and
 - e. any other websites that allow individual users or companies to use publishing tools.
- 3.2 For clarity, members must adhere to this policy on their own personal or business social media sites whilst ever the member is publishing content which relates to SPI, the business of SPI or a member or director of SPI.

4. Responsibilities of the Executive /Board

4.1 The Executive /Board:

- 4.1.1 Is responsible for the administration and moderation of all online activity on social media accounts used and/or operated by or on behalf of SPI;
- 4.1.2 Will appoint a minimum of two (2) persons who are either board members of members of an association of SPI and who will act as moderators (“moderators”) of online social media accounts used and/or operated by or on behalf of SPI;
- 4.1.3 Will ensure that the moderators are aware of the provisions of this policy and any rules and guidelines attached to this policy; and
- 4.1.4 Will ensure that a black-list is active on the Facebook page operated by or on behalf of SPI for the purpose of moderating inappropriate content published on the Facebook page.

5. Responsibilities of Moderators

5.1 Moderators are responsible for removing posts that:

- 5.1.1 Are unlawful;
- 5.1.2 Are defamatory;
- 5.1.3 Are sexually explicit;
- 5.1.4 Are obscene;
- 5.1.5 Are abusive; and/or
- 5.1.6 Violate the privacy of others including, but not limited to, publishing personal information such as telephone numbers, street addresses or email addresses;
- 5.1.7 Contain vulgar or other language which is deemed inappropriate by the moderators;
- 5.1.8 Degrade others on the basis of gender, race, ethnicity, national origin, religion, sexual orientation or disability;
- 5.1.9 Are a personal attack on others or which are deemed by the moderators to be reasonably likely to incite others to violate rules or guidelines of SPI;
- 5.1.10 Are disruptive or off-topic and irrelevant;
- 5.1.11 Solicit donations without authorisation by the Executive /Board of SPI;
- 5.1.12 Contain materials subject to copyright;
- 5.1.13 Include link-baiting; or
- 5.1.14 Are spamming in nature.

6. Conduct of Members Utilising or Participating in Online Social Media Activity

6.1 Members conducting official communication on behalf of SPI through social media:

- 6.1.1 Agree to follow SPI policies, including this policy, when using utilising or participating in online social media activity;

- 6.1.2 Must have approval from the Board to use social media in an official capacity as a representative of SPI;
 - 6.1.3 Must not comment on the activities of another SPI association apart from providing factual information that is on public record unless they have authority to do so.
 - 6.1.4 Must not make any statement that may bring SPI into disrepute;
 - 6.1.5 Must not commit SPI to any action or initiative without appropriate authority;
 - 6.1.6 Must not disclose confidential or official information belonging to SPI into the public domain unless authorised to do so;
 - 6.1.7 Must not make disparaging comments about SPI, or another member or a director of SPI; and
 - 6.1.8 Must not distribute personal information belonging to members or directors into the public domain.
- 6.2 Members who are not conducting official communication on behalf of SPI but are utilising or participating in online social media activities via personal accounts:
- 6.2.1 Must provide a disclaimer that their views do not represent those of SPI or an association of SPI;
 - 6.2.2 Must not hold themselves out to be acting on behalf of SPI or an association of SPI;
 - 6.2.3 Should be aware that even if they do not identify themselves online as a member of SPI they may nevertheless be recognised as such due to their connection with SPI;
 - 6.2.4 Must not make any statement that may bring SPI into disrepute; Must not make disparaging comments about SPI, or another member or director or the business of another member;
 - 6.2.5 Must be polite and considerate towards other members of SPI and members of the public and made in an appropriate tone when engaging in all online social media activities;
 - 6.2.6 Must not disclose official information belonging to SPI into the public domain unless authorised to do so;
 - 6.2.7 Must not make any misleading statements
 - 6.2.8 Must ensure that the content they publish online is consistent with current professional standards;
 - 6.2.9 Must respect copyright, copyright laws and fair use of copyrighted materials owned by others including user-generated content;
 - 6.2.10 Must promptly respond to requests from SPI to take down material or statements which breach this policy; and
 - 6.2.11 Must report to the Executive Board of SPI any online social media activity by a member which is inappropriate or brings SPI in disrepute.

6.3 Specifically when engaging in online social media activity via Facebook, members:

- 6.3.1 Must be polite and considerate towards all other members of SPI and members of the public;
- 6.3.2 Should be aware that where they have created a post that is considered by the Executive /Board to be negative towards another member or their business or a member of the public or which brings SPI into disrepute, they may be asked by the moderator or Executive / Board to remove the post and they may be subject to further disciplinary action;
- 6.3.3 Should be aware that if they continue to post negative comments about other members when engaging in a group chat, or breach this policy in another way, they may be blocked and removed from the group chat by the Executive /Board; and
- 6.3.4 Must not create posts or make comments in group chats relating to the official business of SPI or an association of SPI and must instead raise any relevant issues with the Executive /Board or another appropriate person.

7. Breach of Policy

7.1 Members who act in a manner that is contrary to this policy may be subject to disciplinary action under the Code of Conduct or the Constitution of SPI. This could result in suspension or membership privileges, amongst other outcomes.