



<b>Policy No</b>	PN-0013	<b>Version</b>	3.1
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<b>Pillar Area</b>	Governance	<b>Scheduled review date</b>	2025

### Introduction

Social media such as Twitter, Facebook, Google+, YouTube, Tic Toc and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with Australian Dragon Boat Federation 'AusDBF' Media Relations Policy in order to maximise our social media reach while protecting our public reputation.

### Purpose

This policy applies to AusDBF members, appointed delegates, volunteers and staff. It works in conjunction with all other AusDBF policies. This policy covers all forms of social media. Social media includes, but is not limited to activities such as:

- Maintaining a profile page on social or business networking sites (such as, but not limited to, LinkedIn, Facebook, Shutterfly, Snapchat, Instagram, Twitter or MySpace)
- Content sharing including, but not limited to, Flickr (photo sharing) and YouTube/Vimeo (video sharing)
- Google+
- iTunes/Podcasting
- Commenting on blogs (Wordpress/Blogger) for personal or business reasons
- Leaving product or service reviews on retailer sites or customer review sites
- Taking part in online polls and votes
- Taking part in conversations on public and private web forums (message boards)
- Editing a Wikipedia page, and other wikis.

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or AusDBF as an organisation and the reputation of the sport in general.

AusDBF seeks to encourage information and link-sharing amongst its membership, staff and volunteers, and seeks to utilise the expertise of its employees and volunteers in generating appropriate social media content.

At the same time, social media posts should be in keeping with the image that AusDBF wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation in any way.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures be reviewed at regular intervals.

## Guiding Principles

The web is not anonymous. Social media sites are designed to allow posts and content to be disseminated broadly and beyond its original location and intended audience. It should be assumed that everything written can be traced back to the author.

## Core Policy

AusDBF's social media use shall be consistent with the following core values:

- **Integrity:** AusDBF will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.
- **Professionalism:** AusDBF's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of AusDBF using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** AusDBF encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

The Australian Dragon Boat Federation will seek to grow its social media base and use this to engage with existing and potential members, donors and stakeholders. At the same time, a professional balance must be struck which avoids placing the organisation's reputation at risk.



## Social Media Procedures

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### Responsibilities

This policy has been prepared to maximise the benefits offered by social media and to ensure its potential negatives are avoided. Comments, ideas, and insights about the sport of dragon boating are to be made in a courteous and respectful manner. Social media channels should not be used to abuse others, expose others to offensive or inappropriate content, or for any illegal purpose.

Individual members are reminded when using social media channels to:

- a. Protect your personal privacy and that of others by not including personal information about you or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers)
- b. Represent personal views and not impersonate or falsely represent any other person
- c. Not be abusive and do not harass or threaten others
- d. Not make defamatory or libellous comments
- e. Not use insulting, provocative or hateful language
- f. Not use obscene or offensive language
- g. Not post material to our social media channels that infringes the intellectual property rights of others
- h. Not post multiple versions of the same view to our social media channels or make excessive postings on an issue
- i. Not promote commercial interests in your posts to our social media channels
- j. Not include internet addresses or links to websites, or any email addresses in your post to us social media channels that may infringe in any of the above ways
- k. **Only post images and videos of children in accordance with the Child Safe Practices at Annexure B of the AusDBF Child Safeguarding Policy.**

AusDBF has ultimate responsibility for:

- l. Ensuring that all posts are in keeping with AusDBF's core Social Media Policy.
- m. Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
- n. Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.
- o. Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

## Processes

### Posting to social media

Before social media posts are made, volunteers and staff should ask themselves the following questions:

- a. Is the information I am posting, or reposting, likely to be of interest to AusDBF's members and stakeholders?
- b. Is the information in keeping with the interests of the organisation and its constituted aims?
- c. Could the post be construed as an attack on another individual, organisation or project?
- d. Would AusDBF's stakeholders and sponsors be happy to read the post?
- e. If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- f. If reposting information, is the original poster an individual or organisation that AusDBF would be happy to associate itself with?
- g. Are the tone and the content of the post in keeping with other posts made by AusDBF? Does it maintain the organisation's overall tone?
- h. If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with AusDBF Board. A few moments spent checking can save the organisation big problems in the future
- i. If posting images and videos of children, has this been approved, in writing, by the parent/guardian (eg via signed image consent form) and AusDBF? If not, are the images presented in a manner that deidentifies the Child. Is identification of the child in any caption or accompanying text potentially detrimental.

### Damage limitation

In the event of a damaging or misleading post being made, AusDBF Board should be notified as soon as possible, and the following actions should occur:

- a. The offending post should be removed.
- b. Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- c. The origin of the offending post should be explored, and steps taken to prevent a similar incident occurring in the future.
- d. If the mistake seems set to grow, or to cause significant damage to the organisation's reputation, revert to the Media Relations Policy.

### Moderating social media

The reputation of AusDBF is first and foremost, and this involves maintaining a safe and friendly environment for its members. From time to time social media forums may be hijacked by trolls or spammers or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- a. Excessive or inappropriate use of swearing
- b. Defamatory, slanderous or aggressive attacks on AusDBF, other individuals, organisations, projects or public figures
- c. Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license
- d. Breach of data protection or privacy laws
- e. Repetitive advertisements
- f. Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- g. Remove the post as soon as possible
- h. If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting AusDBF's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- i. Remove the post as soon as possible
- j. Ban or block the poster to prevent them from posting again.

Banning and blocking should be used as a last resort only, and only when the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to block, ban and remove posts ultimately lies with AusDBF Board, but may, at their discretion, be delegated to responsible staff and volunteers.

### **Social media privacy statement**

AusDBF may record any information posted to one of our social media channels (including Facebook, Twitter and YouTube) and may use that information for the purpose of administering its social media channels and considering and/or addressing any comments made. No attempt will be made to further identify users of our social media channels except where authorised by law. AusDBF is not responsible for the privacy practices or content included on our social media channels or any linked websites.

For further information contact AusDBF at [info@ausdbf.com.au](mailto:info@ausdbf.com.au)