

Social Media Guidelines and Policy



Policy overview and purpose

Social media has changed the way we communicate.

This policy has been developed to inform and assist with establishing a culture of openness, trust and integrity in all online activities related to the Band Association of NSW. It contains guidelines for the Band Association of NSW community to engage in social media use and includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying principles

This policy complements the Band Association of NSW 's core values:

The promotion of musical knowledge and fellowship within all bands in the State, especially in community bands.

To co-ordinate banding activities and represent bands for the protection of their interests, both individually and collectively with other organisations and in other States.

To facilitate workshops, seminars, masterclasses, festivals and competitions with other activities to generally improve and develop musical performance within bands in the State.

To encourage, foster and develop community interest and appreciation of bands, band music and other related interests

Coverage

This policy applies to all persons who are involved with the activities of the Band Association of NSW, including:

- all members, including life members of the Band Association of NSW
- persons appointed or elected to the Band Association of NSW management committees and sub-committees;
- Other volunteers working for the Band Association of NSW,
- Band Association of NSW members families and friends, and,
- Friends of the Band Association of NSW

Scope

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

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

- Social networking sites (e.g. Facebook, Twitter, Instagram, LinkedIn, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Instagram, Facebook, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, 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.

This policy is applicable when using social media as:

1. an officially designated individual representing the Band Association of NSW on social media; and
2. if you are posting content on social media in relation to the Band Association of NSW that might affect the Band Association of NSW's business, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to the Band Association of NSW or its business, competitions, participants, services, events, sponsors, members or reputation.

Using social media in an official capacity

You must be authorised by the Band Association of NSW before engaging in social media as a representative of the Band Association of NSW. As a part of the Band Association of NSW, community you are an extension of the Band Association of NSW brand.

As such, the boundaries between when you are representing yourself and when you are representing the Band Association of NSW can often be blurred. This becomes even more of an issue as you increase your profile or position within the Band Association of NSW. Therefore it is important that you represent both yourself and the Band Association of NSW appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to the Band Association of NSW or its business, members, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek

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advice from others 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 the Band Association of NSW. If expressing a personal opinion on the Band Association of NSW page or about Band Association of NSW then include a disclaimer that “the following is your personal opinion and that you are not speaking officially and your views and comments may not reflect those of the Band Association of NSW. This is good practice, but don't count on it to avoid trouble - it may not have legal effect.

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 everyone.

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

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. The Band Association of NSW 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. 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.

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Respect confidentiality and sensitivity

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

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

Within the scope of your authorisation, it is perfectly acceptable to talk about the Band Association of NSW and have a dialogue with the community, but it is not okay to publish confidential information. Confidential information includes things such as details about our members personal information, financial information etc....

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

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. In every instance, you need to have consent of the owner of copyright in an image.

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.

Discrimination, sexual harassment and bullying

The Band Association of NSW's members, reflect a diverse set of customs, values and points of view. 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 the Band Association of NSW's values and Anti-Discrimination, Harassment and Bullying Policy.

Dealing with mistakes

If you make 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 you of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

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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 you at risk.

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

Policy breaches

Breaches of this policy include but are not limited to:

- Using the Band Association of NSW's name, or logo in a way that would result in a negative impact for the organisation and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content in breach of Band Association of NSW's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing the Band Association of NSW, its officials, members or sponsors into disrepute.
- Reporting a breach

If you notice inappropriate or unlawful content online relating to Insert Band Name or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately the President / Secretary or person responsible for management of the Band Association of NSW's Social Media and Online presence.

Investigation

Alleged breaches of this social media policy may be investigated according to the Band Association of NSW's relevant policies and rules. Where it is considered necessary, the Band Association of NSW may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary and appeals procedures contained in the Band Association of NSW's constitution.