

	QUEENSLAND YARD & UTILITY TRIAL ASSOCIATION INC	
	TITLE: Social Media Policy	POLICY REF NO: POL 5 VERSION: 1

1.0 Policy overview and purpose

Social media provides an excellent opportunity for people to communicate and gather in online communities of shared interest and create, share or utilise content. As a member based organisation, the Queensland Yard & Utility Trial Association Inc (QYUTA) recognises the benefits of social media as an important tool of engagement and the enrichment of its members.

It is important that the reputation of QYUTA, its affiliated associations, clubs and the sport of trialling as a whole is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference QYUTA.

When someone clearly identifies their relationship with QYUTA and/or discusses their involvement in the association in this type of forum, they are expected to behave and express themselves appropriately and in the ways that are consistent with QYUTA's stated values, rules and policies.

This policy aims to provide some guiding principles for the QYUTA community to follow when they engage in social media use. It also includes details of breaches of this policy.

This policy does not apply to the personal use of social media platforms by QYUTA its members, volunteers, Trial Organising Committees and judges that make no reference to QYUTA or related issues including but not limited to, competitors, sponsors, events, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to QYUTA may still be regulated by other policies or rules of QYUTA.

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 the QYUTA Management Committee.

2.0 Underlying principles

QYUTA is committed to the health, safety and general wellbeing of everyone involved in the sport of trialling. We want the sport of trialling to be fun, enjoyable, inclusive and safe for all. QYUTA is responsible for all matters related to this policy.

3.0 Coverage

This policy applies to all persons who are involved with the activities of QYUTA, whether they are in a paid or unpaid/voluntary capacity, and including all QYUTA members, volunteers, Trial Organising Committees, judges, affiliated associations and clubs.

4.0 Scope

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

This social media policy applies to platforms including, but is not limited to, activities such as:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc);
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc);
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc);
- Review sites (e.g. Yelp, Urban Spoon, etc);
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc);
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc);
- Geo-spatial tagging (e.g. Foursquare, etc);
- Online encyclopaedias (e.g. Wikipedia, etc);
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc);
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc);
- Online voting or polls;
- Public and private online forums and discussion boards; and
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

- (i) an officially designated individual representing QYUTA on social media; and
- (ii) if you are posting content on social media in relation to QYUTA that might affect QYUTA's business, events, sponsors, members or reputation.

5.0 Using social media in an official capacity

You must be authorised by QYUTA before engaging in social media as a representative of QYUTA.

As a part of QYUTA's community, you are an extension of the QYUTA brand.

As such, the boundaries between when you are representing yourself and when you are representing QYUTA can often be blurred. You may be a competitor, a judge, a volunteer and wear a number of "hats". This becomes even more of an issue as you increase your profile. Therefore, it is important that you represent both yourself and QYUTA appropriately online at all times.

6.0 Guidelines

You must adhere to the following guidelines when using social media related to QYUTA or its business, competitors, volunteers, judges, events, sponsors, affiliated associations and clubs, members or reputation.

(a) Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek 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 QYUTA.

(b) 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 anyone to see, even if you feel confident that a particular individual would never see it.

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

(c) 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. QYUTA 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

(d) Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of QYUTA) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble - it may not have legal effect.

7.0 Respect confidentiality and sensitivity

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

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 by QYUTA, it is perfectly acceptable to talk about QYUTA and have a dialogue with the community, but it is not okay to publish confidential information of QYUTA.

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

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

8.0 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.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

9.0 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.

It is critical that you comply with the laws governing copyright in relation to material owned by others and QYUTA's own copyrights and brand.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

10.0 Discrimination, sexual harassment and bullying

The public in general, and QYUTA'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 QYUTA's objectives, rules and policies.

11.0 Avoiding controversial issues

Within the scope of your authorisation by QYUTA, if you see misrepresentations made about QYUTA in the media, you may point that out to the QYUTA President. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

12.0 Dealing with mistakes

If QYUTA makes 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 QYUTA 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.

13.0 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 your membership at risk.

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

14.0 QYUTA branding

You must not use any of QYUTA's intellectual property and imagery on your personal social media without prior approval from QYUTA.

QYUTA's intellectual property includes but is not limited to:

- logos;
- slogans; and
- imagery which has been posted on QYUTA's official social media sites or website.

You must not create either an official or unofficial QYUTA presence using the association's name without prior approval from QYUTA.

You must not imply that you are authorised to speak on behalf of QYUTA unless QYUTA has given you official authorisation to do so.

15.0 Consideration towards others when using Social Networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. QYUTA members must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at a private QYUTA event will not appear publicly on the Internet. In certain situations, QYUTA members could potentially breach the Privacy Act or inadvertently make QYUTA liable for breach of copyright.

QYUTA members should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another member should they be asked to do so.

16.0 Breach of Policy

Breaches of this policy include but are not limited to:

- Using QYUTA's name, logo in a way that would result in a negative impact for the association 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 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 QYUTA, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or association into disrepute is to lower the reputation of that person or association in the eyes of the ordinary members of the public.

QYUTA will monitor online activity in relation to the association. Detected breaches of this policy should be immediately reported to the QYUTA.

If detected and depending upon the circumstances, a breach of this policy may result in disciplinary action by taken by QYUTA under its Constitution.