



# SOCIAL MEDIA POLICY

## Purpose

The purpose of this policy is to establish guidelines in relation to the expectations of the Australian Bowhunters Association regarding the use of social media systems for business purposes and personal capacity and to ensure any such publications are correct and accurate and do not breach confidentiality requirements.

This policy does not apply to an individual's personal use of social media which makes no direct or indirect reference or link to Australian Bowhunters Association.

Social media is defined in this policy as all online media which allow user participation and interaction including but not limited to:

- social networking sites, e.g. Facebook, MySpace, LinkedIn
- video and photo sharing web sites, e.g. Flickr, YouTube, Blip, Instagram
- micro-blogging and activity stream sites, e.g. Twitter, Yammer
- blogs and blogging platforms, e.g. WordPress, Blogger, Tumblr
- forums and discussion boards
- online encyclopedias, e.g. Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools, e.g. wikis.

## Scope

This policy applies to all Australian Bowhunters Association employees, managers, contractors, temporary employees, work experience personnel, volunteers and Executive Committee members.

The policy also applies to any member of the Association (Company) who contributes to these channels such as:

- Making comments on such sites for and on behalf of the Association;
- Writing or contributing to a blog and/or commenting on other's people's or business' blog posts for and on behalf of the Association;
- Uploading visual material for and on behalf of the Association.

## General Use

Australian Bowhunters Association recognises social media as part of the private lives of employees, managers, contractors, temporary employees, work experience personnel, volunteers, members and Executive Committee members.

Australian Bowhunters Association embraces the use of social media for the promotion, development and delivery of services. Australian Bowhunters Association encourages all employees, managers, contractors, temporary employees, work experience personnel, volunteers and Executive Committee members to communicate online in many ways, such as through social media, professional networking sites, blogs, online news sites and

personal web sites. However, all individuals need to use good judgment about what material appears online, and in what context.

Use of social media by individuals is not limited to the workplace and occurs for professional or personal purposes both in and out of working hours. The Association expects employees, managers, contractors, temporary employees, work experience personnel, volunteers, members and Executive Committee members:

- will not mix the use of social media in professional and the personal ways likely to bring the Association into disrepute;
- use of social media will undermine your effectiveness at work;
- will not imply the Association's endorsement of the individual's personal views;
- not disclose confidential information obtained through work via social media.

Personal and professional use of social media by employees, managers, contractors, temporary employees, work experience personnel, volunteers, members and Executive Committee members must not bring the Association into disrepute, compromise effectiveness at work, imply the Association's endorsement of personal views or disclose, without authorisation, confidential information.

Whereby an Australian Bowhunters Association employee, manager, contractor, temporary employee, work experience person, volunteer, member or Executive Committee member has been given responsibility to create, update and/or post certain Australian Bowhunters Association online content / communications, the President / Chairman of Australian Bowhunters Association must authorise final content / communications prior to posting online.

## **Complaints**

If a complaint is received about content on an official company social media account, the Association will accept responsibility for the content listed.

If a complaint is received about content on a personal account, the Association will not accept responsibility for the content and will investigate the matter accordingly. Employees, managers, contractors, temporary employees, work experience personnel, volunteers, members and Executive Committee members are responsible for the content they post on their personal social media accounts.

Where an employee's, manager's, contractor's, temporary employee's, work experience person's, volunteer's, member's or Executive Committee member's personal use of social media contravenes this policy it may be appropriate for the Association to officially respond.

## **The Right to Monitor IT Systems**

The Association has the right to monitor the use of its IT systems and services.

Monitoring will be undertaken routinely by authorised personnel to maintain technical security and operational efficiency of the system/service. Monitoring will occur in cases of suspected breach of law, condition of employment, or Association's policies. Monitoring in such cases will only be undertaken when authorised by the President / Chairman.

Electronic data, information and material created by Authorised Users will be treated as confidential during monitoring and all monitoring references destroyed if determined not relevant. Access to such information will be strictly on a need to know basis for technical or administrative purposes.

Except for normal administrative processes, the accounts, files, stored data and network data including email messages created by Authorised Users, are held secure from intervention by other users.

### **Content Removal**

The Association reserves the right to remove certain content such as illegal or offensive material.

### **Breaches of Policy**

Breaches of this policy are viewed extremely seriously and will be handled in accordance with the Disciplinary and Performance Management Policy and Procedure which may lead to disciplinary action up to and including termination of employment. In relation to contractors, there may be contractual implications and consequences. Association's members may have their membership terminated.

***Australian Bowhunters Association may amend and vary this policy from time to time.***

### **Related Documents**

Australian Bowhunters Association Disciplinary and Performance Management Policy and Procedure

Australian Bowhunters Association Computer, Email and Internet Usage Policy

Australian Bowhunters Association Equal Opportunity and Prevention of Workplace Harassment and Bullying Policy

### **Date Effective**

March 2018

### **Next Review Date**

March 2019 or in the event of Legislative change