



SOCIAL MEDIA POLICY

Policy Name:	Social Media
Policy Number:	GOV05
Effective Date:	18 March 2015
Revision Date:	18 March 2015
Version Number:	2015/01

1. PURPOSE

The purpose of this social media Policy is to provide guidelines for the use of social media sites such as Facebook and Twitter by all members, Directors, staff and voluntary workers of the Australian Bushmen's Campdraft and Rodeo Association (ABCRA).

It relates specifically to the use of social media to make comment in a context that is identifiable as being in relation to ABCRA including its Board, management, and staff, ABCRA Affiliated Committees, ABCRA sanctioned events or members. This includes comments or implied comments regarding:

- Events
- Competitor performance
- Personal Attack/Bullying including sexual vilification.
- Individuals with a direct context or mention of their role with ABCRA, ABCRA Affiliated Committees including officials and judges.
- ABCRA as an Association.
- Fellow members.

2. USE OF SOCIAL MEDIA

Social media is no different than a live microphone. What you post will be broadcast across a wide audience and therefore you must be mindful of how your comments will be interpreted by more than just your closest friends or colleagues.

You must be prepared for your posts to be seen by the persons you are referring to, fellow members or competitors, judges, committees and of course the Board, management, and staff.

3. SOCIAL MEDIA - CODE OF CONDUCT REQUIREMENTS

1. All comments, notes or photos posted on social media sites in relation to the ABCRA including its Board, management, and staff, ABCRA Affiliated Committees, ABCRA sanctioned events or its members are to be constructive or positive in their nature.



SOCIAL MEDIA POLICY

2. No comment or material that is vulgar, obscene, defamatory, threatening, harassing, discriminatory or hateful is to be posted.
3. Always assume the person you are talking or writing about will see what has been said or written. Ensure all comments are factually correct.
4. Use social media as a positive outlet to promote competitors, committees, events, and others involved in Campdrafting and Rodeo.

Posting results and acknowledging competitors' performances on social media makes many people aware of their achievements. That can have a positive effect for many people and should be used, encouraged, and embraced wherever and whenever possible.

5. Do not tolerate or condone poor social media behaviour or actions. If you are aware of or observe poor social media behaviour or actions, do not accept it. There is no place for it, and it cannot be condoned.

You should remind people of their responsibilities when using social media and warn them that action can be taken against them. In the instance of minors breaching the code of conduct, alert their parents to the situation. If you believe the breach is serious, report it to ABCRA.

6. CONSEQUENCES

Your actions on social media may have serious consequences. Negative comments and images, bullying, criticism and sexist or derogatory remarks not only impact negatively on the people they are about, but they also reflect badly on yourself, your parents, and the people you represent.

In the case of certain actions, there are a number of legal implications that may lead to prosecution.

If you are seen to have acted improperly on social media by breaching any of the ABCRA Code of Conduct requirements or the guidelines above regarding an ABCRA including its Board, management, and staff, ABCRA Affiliated Committees, ABCRA sanctioned events or members, you will be referred to the Executive for the implementation of a Disciplinary Proceeding to explain your actions.

As a consequence of such a hearing, penalties may be imposed such as suspension, fine or both or in extreme cases expulsion as a member of the Association.

END