

TREEBY COMMUNITY ASSOCIATION INC
Social Media and Digital Communications Policy

Developed : May 2019	Next review date: May 2020
Reviewed by: Secretary	Endorsed: General Meeting 12 June 2019

Introduction

This Social Media and Digital Communications Policy outlines protocols for using social media and digital communications when undertaking official Treeby Community Association (TCA) business.

The policy aims to inform TCA members how to use social media and digital effectively and appropriately and makes individuals aware of their personal obligations and responsibilities. This includes clarity on posting visual (photos and videos) content.

The policy applies to all TCA members. Only TCA members who have been authorised by the Executive Committee can use social media and digital communication to engage with the community or distribute content on behalf of TCA.

Using The Internet

TCA recognises the importance of the internet to improve and increase the flow of information and to shape public thinking about our organisation, stakeholders and sponsors.

What you publish on the internet can remain public for a long time or be replicated. Before you post you should understand the platform you are using. There is potential risk associated with the use of the internet when posting online, sending emails and text messages as the content may be subject to law. Common areas that can be subject to law are racial discrimination, breach of Copyright and defamation.

This is a practical guide to enable all parties to benefit from the use of the various methods of electronic communication whilst at the same time protecting those using these tools and minimising the potential risks.

Social Media and Digital Communication Used By TCA

- **Website** (official TCA website)
Information on competitions, social events, committees, policies, constitution, meetings, rules and by-laws will be placed on our website.
- **Social media**
Official TCA Facebook

Credit: [Play By The Rules](#), [Department of Sport and Recreation](#)

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- **SMS/Text**

May be used to communicate business and sanctioned events.

- **Email**

Will be used to communicate official correspondence to members and others.

A web master/ Secretary will be appointed by the TCA Committee to provide accountability and control over what goes onto our website and Facebook page.

Key Principles For Official Use Of Social Media And Digital Communication

All TCA members authorised to use or deploy social media or digital communication need to be familiar with and apply the following key principles:

- Think first- review your content before you post it. Communications must be clear, concise and avoid jargon or abbreviations.
- Privacy- personal details cannot be provided to third-parties without the direct consent of the owner.
- Be respectful- abusive, discriminatory, bullying, intimidating or offensive statements are not tolerated.
- Online Security and Privacy must be practiced (secure passwords, disclaimers etc.).
- YouTube video postings will feature educational/community related purposes only.
- No offensive content or photos will be published.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring TCA into disrepute.
- All bulk electronic communications must include an *unsubscribe* facility.

Under 18s

Content relating to children under 18 will be directed through parents or guardians.

If TCA intend to publish a photo of a child, we will first seek permission from their parents with a signed consent form and take care not to provide identifying information.

Participating in TCA Social Media And Digital Communication Platforms

We will ensure that TCA members' privacy is protected, clear boundaries are maintained and bullying and harassment does not occur.

We expect our members to conduct themselves appropriately when using social or digital communication to share information with other members or posting material on public websites connected to the TCA.

We treat all social media postings, blogs, status updates and tweets as public 'comment'. Postings (written, photos or videos) will be family-friendly and feature positive TCA news and events.

Credit: [Play By The Rules](#), [Department of Sport and Recreation](#)

Remember, an email is a written record of your thoughts on a matter and can be used against you later.

Policy review

We will seek feedback from members annually at our May general meeting to improve the information available on the site. Regular review will occur in order to improve the website.

Non-Compliance

Any person found to have sent inappropriate electronic communication, uploaded inappropriate website content or engaged in blogs or discussions that harass, offend, intimidate or humiliate another member or Association, may face disciplinary action as per the Rules of the Association.

Offending posts will be removed and those responsible will be blocked from the TCA site.

Cyber bullying (eg, bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or web pages) under certain circumstances is a criminal offence that can be reported by victims to the police.

Members publishing false or misleading comments about another person in the public domain (eg Facebook or websites) may be liable for defamation.

Glossary of Terms

Term	Description
Copyright	<p>Copyright is the use of works which are protected by Copyright law. Permission must be approved, in writing, prior to the use of images, photographs, logos or the name Treeby Community Association Inc. Approval to be sought from President.</p> <p>Copyright applies to images, photographs, logos and the use of the name Treeby Community Association Inc. Copyright also includes the use of documents created for Treeby Community Association for personal use.</p>
Cyber bullying	<p>Cyberbullying is the use of technology to bully a person or group with the intent to hurt them socially, psychologically or even physically.</p>
Defamation	<p>Defamation is a false claim made against someone. Spoken defamation is slander. Written, printed words or images is libel. Both have grounds for prosecution by law. Both have grounds for disciplinary action by Treeby Community Association Inc. and individuals.</p>
Digital Communications	<p>Digital communications include short messaging services (SMS), email and applications such as WhatsApp</p>
Disciplinary action	<p>Disciplinary Action may include suspension or expulsion from the Association. Part 4 of the Rules of the Association sets out the process for “Disciplinary Action, Disputes and Mediation.”</p>
Discrimination	<p>You can be discriminated against directly or indirectly. Discrimination is when someone discriminates against you because of a personal characteristic that you have, or someone assumes that you have. These personal characteristics are things like age, race, disability, health, physical features, religious or political beliefs.</p> <p>Racial discrimination occurs when a person is treated less favourably, or not given the same opportunities, as others in a similar situation, because of their race, the</p>

Credit: [Play By The Rules](#), [Department of Sport and Recreation](#)

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	<p>country where they were born, their ethnic origin or their skin colour.</p> <p>The <i>Racial Discrimination Act 1975</i> (RDA) makes it unlawful to discriminate against a person because of his or her race, colour, descent, national origin or ethnic origin, or immigrant status.</p>
Harassment	See discrimination
Inappropriate	Not suitable or proper in the circumstances
Offensive	Causing someone to feel resentful, upset or annoyed. This includes insulting, rude, derogatory, abusive, humiliating or provocative comments. These may also include threatening behaviour, both passive or aggressive.
Photograph	<p>By attending events, people have given consent for their images to be used on the Treeby Community Association Inc.'s website or official Facebook page.</p> <p>Images taken of children must include written consent by the child's parent.</p>
Social Media	websites and applications that enable users to create and share content or to participate in social networking. This includes applications such as Facebook, Instagram and Twitter
Video	<p>By attending events, people have given consent for videos which contain their image, and/or voice to be used on the Treeby Community Association Inc.'s website or official Facebook page.</p> <p>Images or videos taken of children must include written consent by the child's parent.</p>