

Foreign Shorthair Cat Club of Sth. Aust. Inc.



Social Media Policy

1. Introduction

- 1.1 This Social Media Policy outlines the Foreign Shorthair Cat Club of S.A. Inc., expectations of Members when using social media or making public comments online.
- 1.2 The Foreign Shorthair Cat Club of S.A. Inc., embraces the use of social media for the promotion of our Club's goals, shows, sponsors, social, fundraising events, sharing of ideas, information and meetings, and is committed to ensuring that social media engagement connected with the Foreign Shorthair Cat Club of S.A. Inc., is lawful, professional and respectful.

2. Purpose

- 2.1 Social media is an important tool that the Foreign Shorthair Cat Club of S.A. Inc., (herein call the Club) uses to publicise its operations and engage its members.
- 2.2 The purpose of this policy is to encourage Members to generate appropriate social media content in connection with the Club.
- 2.3 It also aims to set expectations and protocols to ensure that social media posts are consistent with the values of the Club and that posts made through its social media channels do not damage the Club's reputation.

3. Scope

- 3.1 This policy applies to all Members of the Club.
- 3.2 People covered by this policy will be collectively referred to as '**Members**'.
- 3.3 Social media includes, but is not limited to, engagement on:
 - a) Facebook
 - b) You Tube/Vimeo
 - c) Instagram
 - d) Pinterest
 - e) Google+
 - f) WordPress/Blogger
 - g) Twitter
 - h) iTunes/Podcasting
 - i) Snapchat
 - j) TikTok
 - k) Reddit
 - l) LinkedIn

Foreign Shorthair Cat Club of Sth. Aust. Inc.



- m) Online chat forums/tools (e.g., WhatsApp, Messenger, WeChat, Viber)
- n) and any other new forms of social media that may emerge from time to time

4. Values

- 4.1 The Club's social media use shall be consistent with the following core values:
 - a) **Integrity:** The Club will not knowingly post incorrect, defamatory or misleading information about our own work or the work of other organisations or individuals. In addition, we will post in accordance with the Club's Privacy policies.
 - b) **Professionalism:** The Club's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Members may, from time to time and as appropriate/authorised, post on behalf of the Club using our online profiles, but the impression should remain one of a singular organization rather than a group of individuals.
 - c) **Information Sharing:** The Club encourages the sharing and reposting of online information that is relevant, appropriate to our mission and aims, and of interest to our members.

5. Policy

- 5.1 All posts that relate to the Club must meet content guidelines for use of social media. This includes:
 - a) posts on or connected with the Club's social media accounts (**Professional Social Media Use**); and
 - b) posts on Members' own social media accounts (**Personal Social Media Use**).

5.2 Professional Social Media Use

The Social Media Manager may approve an individual to post on the Club's social media accounts. **Approved Poster** In determining who should be an Approved Poster, the Social Media Manager may consider:

- a) the extent of control the Club has over the individual
- b) whether the individual has the appropriate communication skills
- c) what understanding the individual has of the risks of social media use
- d) current and former responsibilities and how the individual performed in those roles

Only Approved Posters should have access to social media account passwords and logins.

The President must keep records of Approved Posters and review the appropriateness of approvals on an annual basis.

Foreign Shorthair Cat Club of Sth. Aust. Inc.



5.3 Personal Social Media Use

Subject to this Policy, Members should seek prior approval from the Social Media Manager before engaging in Personal and/or Professional Social Media Use about or connected with the Club, save for promoting or supporting the Club's activities.

Members that are not Approved Posters may engage in Personal and/or Professional Social Media Use about or connected to the Club without prior approval from the Club, provided that the use complies with the Social Media Policy, Content Guidelines and Procedure.

6. Content guidelines

- 6.1 The Foreign Shorthair Cat Club of S.A. Inc., respects the right of Members to participate in political, advocacy and community activities.
- 6.2 Members should be aware that content published online and on social media is, or may become, publicly available, even from personal social media accounts. The Club expects members to take reasonable steps to ensure that their social media use and public comments fall within the following parameters.
- 6.3 When engaging in Professional Social Media Use, the Club expects that members will:
 - a) be professional and respectful
 - b) promote the best interests of the Club
 - c) not include misleading or deceptive statements or inferences
 - d) refrain from inappropriate swearing
 - e) only include intellectual property (such as photos, videos and quotes) that the Club has permission to use or that do not require permission to use
 - f) comply with the Club's Privacy Policy.
- 6.4 When engaging in Personal and/or Professional Social Media Use, Members must also ensure that they:
 - a) don't use a work email address to register personal social media accounts
 - b) refrain from conduct that has the potential to damage the Club's reputation
 - c) don't make comments that are unlawful, obscene, defamatory, threatening, harassing, discriminatory or hateful to, or about other Members, Sponsors or Affiliates of the Club
 - d) don't make comments that are, or could be perceived to:
 - i. be made on behalf of the Club, rather than an expression of a personal view unless approved or consistent with the Social Media Policy and Procedure
 - ii. compromise the Member's capacity to fulfil duties in an impartial and unbiased manner
 - e) are mindful that their behaviour is bound by the Club's Policies, Constitution/By-Laws and Code of Conduct, even outside work hours (e.g., comments made on social media about a colleague)
 - f) make clear that any views expressed in Personal Social Media use are their own and not those of the Club (However, this will not necessarily protect them from breaching the Policy).

Foreign Shorthair Cat Club of Sth. Aust. Inc.



7. Responsibilities

- 7.1 The Committee shall nominate a Social Media Manager to co-ordinate the Club's social media management.
- 7.2 Members may, from time to time, post or comment on the activities of the Club and where appropriate/authorised, post on behalf of the Club using the organisation's online social media profiles. Unless a member is promoting or supporting the activities of the Club this should only be done only with the express knowledge and authorisation of the Club's Social Media Manager.
- 7.3 The Social Media Manager has responsibility for overseeing the club's Social Media Strategy. Their role includes:
- Determining which social media platforms are most appropriate for the Club to engage in, and policing those boundaries
 - Ensuring that all posts are in keeping with the Club's mission, core values, and policies
 - Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content), and to minimise the risk of a repeat incident
 - Ensuring that appropriate and timely action is taken to repair relations with any persons or organisations offended by an inappropriate post
 - Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic
 - Developing a strategy for expanding our social media footprint over time

8. Breaches

- 8.1 If a member breaches this Policy or associated Procedures, they may be subjected to disciplinary action, up to and including the termination of their engagement.

9. Related Documents

- 9.1 Social Media Procedures
9.2 Privacy Policy

Signed:

President

Date: 13/09/2023

Foreign Shorthair Cat Club of S.A. Inc.