



South Australian Ice Skating Association Inc.

19. Social Media - Social Media Engagement Policy

Purpose

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and this also extends to organisations who are recognising that social media offers new opportunities to communicate with customers and other communities with shared interests.

SAISA sees social media as an important tool of communication with members and the general public. Members are encouraged to use social media in a personal capacity as a way to share information and views with friends and communities – both old and new.

With the growth and application of social media, SAISA has identified the need to have a policy which ensures that members who use social media as part of their involvement in Ice Skating or in a personal capacity, are fully aware of the organisation's expectations in relation to social media engagement when it is about SAISA, our services, our people and/or other business related individuals or organisations. These principles of Social Media Engagement are designed to protect the interests of employees and the organisation.

The essential guiding principles are:

- Ensure that you are fully aware who you are representing.
- All references to SAISA are correct, accurate and in line with the policies of SAISA.
- Demonstrate respect for the individual and communities with which you interact at all times.

Please note that this policy does not apply to employees' personal use of social media platforms where the employee makes no reference to SAISA related matters.

Application

Social Media Engagement is a policy of and it applies to all SAISA members, volunteers, contractors and to any other person who is notified that this policy applies to them. If you require clarification about aspects of this policy and how it applies to your own circumstances, please discuss this with the President or Secretary.

Policy

SAISA appreciates the value in using social media to build relationships with customers, communities and other relevant stakeholders. If you are officially accredited to represent SAISA in social media, or if you are discussing SAISA matters in your personal use of social media platforms, you are required to follow this Policy.

Social media tools include:

- social networking sites e.g. Facebook, MySpace, Bebo, Friendster
- video and photo sharing websites e.g. Flickr, YouTube
- micro-blogging sites e.g. Twitter

- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- online encyclopedias such as Wikipedia
- any other web sites that allow individual users or companies to use simple publishing tools.

SAISA principles of Social Media Engagement apply as following:

- You are authorised to represent SAISA on social media platforms and are using a social media platform for business purposes. Further information is outlined below.
- You choose to make references to SAISA its people, products or services, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. Further information is outlined in below.

SAISA's Social Media Engagement Policy does not apply to personal use of social media platforms where you make no reference to SAISA's related matters.

Responsibility

You are required to:

- Ensure that any content you publish is factually accurate and complies with relevant company policies, particularly those relating to confidentiality and disclosure (see References section below);
- Ensure that you have received the appropriate internal clearances and approvals in accordance with SAISA's policy for releasing information in the public domain
- Only offer advice, support or comment on topics that fall within your area of responsibility at SAISA. For other matters, seek advice from management alert, if the situation requires a real time response, let the other party know that the request has reached SAISA for response;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including SAISA, its members, employees, its contractors, its partners, its competitors and/or other business related individuals or organisations;
- Ensure you do not disclose other people's personal information in social media venues, and comply with the Privacy Policy

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of others' opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Personal Uses of Social Media Platforms

This Social Media Engagement policy is applied if you choose to make references to SAISA , its people, members or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official SAISA position.

Representation

You are required to:

- Identify yourself as a SAISA employee/volunteer if you refer to SAISA, its people, members and services, its competitors and/or other business related individuals or organisations;
- Ensure you do not imply in any way that you are authorised to speak on SAISA's behalf;
- Ensure you do not knowingly use the identity of another SAISA employee/volunteer or an employee of a SAISA partner or competitor (including name or variation of a name);
- Be mindful during your social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing SAISA into disrepute;
- Disclose only publicly available information. You must not comment on or disclose confidential SAISA information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what SAISA information is in the public domain, you should consult management.
- Not include SAISA's logos or trademarks in your postings.

Responsibility

You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:

- any information about SAISA's services that you provide is informed and factually accurate. If you wish to express your opinions please state they are your personal opinions. If you are offering your personal perspective on a matter related to SAISA, be mindful that your commentary and opinion does not cause damage to SAISA or its interests.

You are required to:

- Use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of SAISA.

A disclaimer is required when you:

- Refer to the work done by SAISA;
- Comment on any SAISA related issue; or
- Provide a link to the SAISA website.

Use a permanent disclaimer if you are referring regularly to SAISA or SAISA related issues.

For irregular SAISA references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of SAISA."

- Adhere to SAISA Policy on Internet Use if you are using SAISA provided services made available to you as an employee/volunteer. In particular, limited personal use of SAISA provided services (such as email, internet access and instant messaging) is allowed, however it must be within reasonable limits and not interfere with your work;
- Reference only publicly available information on www.saisa.org.au
- Ensure you are not the first to make a SAISA announcement;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about SAISA , its employees, members, its contractors, its partners, its competitors and/or other business related individuals or organisations.

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of other opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Breach of Policy

As is the case with all of SAISA policies and procedures, if you do not comply with this Policy you may face disciplinary action under SAISA Performance Management process. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement with SAISA.

SAISA may recover from you any costs incurred as a result of a breach of this Policy.

If you break the law you may also be personally liable.

