

SOCIAL MEDIA POLICY

1 Purpose

Social Media (refer item 2 below) offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, the Dandenong and Districts Pool League Inc. (hereafter referred to as the DDPL) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

The DDPL has a long history and is a highly respected organisation. It is important that the league's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the league.

When someone clearly identifies their association with the DDPL, and or discusses their involvement in the league in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with the DDPL's stated values and policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by DDPL members where there is no reference to the DDPL or its related issues.

2 Scope

This policy applies to DDPL members or any individual representing themselves or passing themselves off as being a member of the DDPL.

This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing includes Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing a Wikipedia page.

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, or the DDPL as an organisation.

3 Guiding Principles

The web is not anonymous. DDPL members should assume that everything they write can be traced back to them. It is therefore essential that members make a clear distinction

between what they do in a professional capacity and what they do, think or say in their capacity as a member or volunteer for the DDPL.

Honesty is always the best policy, especially online. It is important that DDPL members think of the web as a permanent record of online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the DDPL brand and follow the guidelines in place to ensure the DDPL's intellectual property or its relationships are not compromised, or the organisation is brought into disrepute.

4 Usage

For DDPL members using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to the DDPL, its affiliates, partners or sponsors; and
- Must not bring the organisation into disrepute.

5 Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. DDPL members must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private DDPL event will not appear publicly on the Internet. In certain situations, DDPL members could potentially breach the privacy act or inadvertently make the DDPL liable for breach of copyright.

DDPL members should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstance should offensive comments be made about DDPL members online.

6 Breach of Policy

The DDPL, its Clubs and Members, should continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the executive of the DDPL.

If detected, a breach of this policy may result in disciplinary action from the DDPL. A breach of this policy may also amount to breaches of other DDPL policies. This may involve a verbal or written warning, monetary fines or suspension in accordance with the DDPL's disciplinary regulations.