



BELCONNEN DOG OBEDIENCE CLUB

BDOC Social Media Policy, July 2017

PURPOSE OF THE SOCIAL MEDIA POLICY

This policy sets out the rules and use guidelines for the management and participation by club members in activities relating to all social media channels currently owned or managed by the Belconnen Dog Obedience Club, 'the Club'.

The Club maintains two types of social media channels – official Social Media Pages used to promote the Club and its activities, and Activity Groups which support specific dog sports and activities.

The current BDOC channels include, but may not be limited to, the following:

- Official Social Media Pages:
 - Twitter page – @BelcoDogClub
 - Facebook page – Belconnen Dog Obedience Club
 - Facebook page – Belconnen Bullets
- Activity Groups (Facebook):
 - BDOC Agility Group
 - BDOC Canine Companion Instructors
 - BDOC Dances With Dogs
 - BDOC Obedience Triallers
 - BDOC Rally Obedience
 - Belconnen Bullets Team

In addition to the above, this policy covers any interaction between Club members or any communication on behalf of the Club by a Club member through ancillary services offered by social media websites, such as Messenger for Facebook. This policy also covers all other potential social media channels that the Club may use in future.

BDOC requires all members to be bound by this Social Media Policy, and to conduct themselves appropriately when using the BDOC social media channels.

This policy and use guidelines should be promoted in all BDOC social media channels, published on the BDOC website, and shared as a pinned post within each social media Facebook group.

SOCIAL MEDIA POLICY – AIMS AND RULES

The primary aim of the club's social media channels is to promote BDOC and to facilitate its training, endorsed events, and dog sport activities. See the *Social Media Use Guidelines* for more detail about how to use the official channels managed by the Club.

All social media activity, including, but not limited to, website content, status updates, posts, photos, videos, and tweets, must aim to promote the club or dog sport group in a positive way, and should respect and maintain the privacy of others.

In addition to the above, all social media activity must conform to the following rules:

- Not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate
- Not contain offensive comments about or to other club members, instructors, or dog sport officials
- Not contain material which is inaccurate, misleading or fraudulent
- Not contain material which is in breach of laws, court orders, undertakings or contracts.

BDOC is a not-for-profit organisation, and as such, commercial activity and the promotion of commercial providers is not allowed through the BDOC social media channels. Links to products or commercial providers may be posted only within the context of a discussion or post about training or a BDOC activity or event (such as giving thanks to an event sponsor).

Online training tips from external sources may not be published or promoted through the Social Media Pages (official Facebook and Twitter pages), but are allowed and encouraged within the Activity Groups.

POLICY ENDORSEMENT

This policy and the social media use guidelines are fully endorsed by the BDOC Committee and will be reviewed on a regular basis by the Committee.

SOCIAL MEDIA ADMINISTRATION

BDOC Official Facebook and Twitter Page Administration

- The administrators of the BDOC Official Facebook pages and Twitter account must be financial Club members in good standing.
- The administrators of the BDOC Official Facebook pages and the Twitter account must be approved by the BDOC Committee.
- Activity on the BDOC Official social media channels will regularly be reported to and monitored by the BDOC Committee

Facebook Activity Group Administration

- All Facebook Activity Groups or other social media channels focussing on specific BDOC activities must be approved by the BDOC Committee prior to their establishment.
- The aim of the Activity Group channels is to facilitate communication and organisation about the group's activities. This may include the sharing and discussion of training tips and ideas, social interaction, event organisations etc.
- The Activity Group moderators should allow free discussion but actively moderate discussions to ensure compliance with this Policy.
- BDOC Activity Group Facebook groups should be kept as Secret or Closed groups, and entrance to the group should require approval by the group's moderator. This will allow group membership to be managed and restricted to people who are financial members of the Club and who are actively engaged in the dog sport or training activity relevant to the Facebook group.
- The moderators of each Activity Group channel must be a financial Club member in good standing. It is recommended that each group should be moderated by one person per thirty members.

VIOLATIONS OF THE SOCIAL MEDIA POLICY

People who contravene the club's social media policy or use guidelines will:

- Receive a warning from the page administrator or group moderator
- Have the specific post removed by the page administrator or group moderator
- Have their membership of the group blocked until further notice
- Be provided with a written explanation of why the action has been taken.

Severe breaches of this policy will be referred to BDOC Committee for consideration and further action, which may involve removal and permanent blocking from the group/s pages involved.

Access to the relevant groups' pages can be reinstated if the person who breaches the policy acknowledges the breach and gives a guarantee in writing to the BDOC Committee that they understand the nature of the breach and that no further breaches will occur in the future.

Should future breaches occur despite this undertaking, the steps described above will be taken and the member will be blocked from future membership or use of all BDOC social media channels.

SOCIAL MEDIA USE GUIDELINES FOR SOCIAL MEDIA PAGES

These guidelines are intended to assist members, administrators, and people with other administrative responsibilities for BDOC's official Social Media Pages.

Content

The administrators of BDOC's Social Media Pages should monitor the general sharing of information and conversation on BDOC Social Media Pages and align these with the aims of BDOC, its training activities and dog sports groups.

Facebook and Twitter posts should focus on reminders related to club activities (intakes, session dates, assessment days, membership renewals, workshops, AGM, etc.), and dog sport events (good luck and thank you messages, reminders regarding entry dates, etc.).

A forward schedule of messages to be published on BDOC's Social Media Pages will be maintained and communicated to the dog sport Committee representatives via a regular report presented at each Committee meeting.

Social media posts should contain sufficient and relevant information, and may include links to further information where appropriate.

Posts on BDOC's Social Media Pages should be accompanied by some visual element (photo or short video), as this attracts more attention than a pure text post. Every effort should be made to gain permission from the individual if they are featured in a photograph before the photograph is published. Where individual photographers are known, all effort should be made to provide credit naming the photographer as part of the post or caption.

Timing

Social media posts should be posted within specific time frames:

- Posts relating to canine companion classes:
 - When Beginner classes become fully booked
 - On the Tuesday of Week 1 (session start information) and Week 8 (well wishes for assessment)
- Posts relating to workshops and events:
 - When event bookings become available
 - When the event becomes fully booked
 - One week before the event
 - The morning of the event
- Trial and competition entry reminders (for trials and competitions hosted by BDOC):
 - When entries are made available
 - One week before entries close
- Trial and competition promotion (for trials and competitions attended by BDOC members)
 - The morning of the event (8am)
 - Within 24 to 48 hours after the event
- Other information
 - At least one week in advance with a reminder closer to the date

SOCIAL MEDIA USE GUIDELINES FOR ACTIVITY GROUPS

Content

The moderators of Activity Groups should monitor the general sharing of information and conversation within their group, and align these with the aims of BDOC, its training activities and dog sports groups.

Administrator and Moderator Responsibilities

Each page administrator and group moderator is responsible for managing their Activity Group within the rules of this policy and using the Social Media Use Guidelines provided.

Page administrators and group moderators are required to monitor content and take appropriate action if the BDOC Social Media Policy rules are contravened. They should also provide advice to members and reply to posts in a positive and supportive manner wherever possible or appropriate.

It is the role of the page administrator and group moderator to help ensure that only appropriate content is published. Administrators and moderators are expected to behave and express themselves appropriately, and in ways that are consistent with BDOC's stated values and policies.