

Victorian Poultry Fanciers Association Ltd (V.P.F.A. Ltd. )

# Social Media Policy

## **Rationale:**

Social networking sites such as Facebook have become an increasingly popular means of communication in recent times and have facilitated widespread communication between people without the geographical barriers that have previously existed to such communications.

Social media gives individuals, groups, organisations and businesses the opportunity to instantly share information with online communities.

Blogs, forums, social networking and video sharing sites are the most popular types of social media sites, however, any forum which allows a user to upload and share information is considered part of the social media space. It is also important to note that information that is shared need not be written; it could take the form of an image or audio visual material.

There are great benefits in increased communication but there are problems which may arise in the use of technology in this way.

## **Aims:**

- This policy has been adopted by the V.P.F.A. Ltd. to maintain the integrity of the Association as a cohesive and reputable organisation.
- To remind all members that inappropriate use of social media in any form can be harmful and damaging to members and /or the Association, and may have legal implications.

## **Board Members and Members' Responsibilities:**

- To ensure the conduct of all members, including the V.P.F.A. Ltd. Board Members, Judges, breeders and exhibitors at all times uphold the V.P.F.A. Ltd. Code of Conduct and conduct themselves in a courteous manner at all times.
- To be aware that information shared online by V.P.F.A. Ltd. members must be honest. Further, defamatory or disrespectful comments about individuals or organisations will not be tolerated.
- Once information is shared online it can be difficult to retract. A representative might be able to remove his/her original comments however the very nature of social media encourages people to share information which can make it difficult to know where information is posted.

## Victorian Poultry Fanciers Association Ltd (V.P.F.A. Ltd. )

- Members must never bring the V.P.F.A. Ltd. into disrepute. Members should assume that all posts and information they share with online communities can be traced back to them.
- To be aware that the publishing of confidential or sensitive information regarding the Society and its members is not permitted.
- To consider the legal and moral implications of comments which may be perceived to be of a confidential, dishonest, malicious, defamatory, threatening or slanderous nature.
- To report to the V.P.F.A. Ltd. Board of Directors any concerns regarding any inappropriate use of V.P.F.A. Ltd. associated media.

### **Affiliated Club's responsibilities:**

- To be aware that any sites, blogs and accounts that represent any affiliated Club come under the banner of the V.P.F.A. Ltd. and therefore represent the Association and its members and may impact on the Association and its members' reputations.
- To be aware that the publishing of confidential or sensitive information is not permitted.
- To consider the legal and moral implications of comments which may be seen to be of confidential, dishonest, malicious, defamatory, threatening or slanderous nature.
- To uphold the V.P.F.A. Ltd. Members' Code of Conduct at all times.
- To report to the V.P.F.A. Ltd. any concerns regarding any inappropriate use of V.P.F.A. Ltd. associated media.

### **V.P.F.A. Ltd. Procedure:**

- The making of derogatory, derisive, inflammatory and defamatory comments relating to the Association or any of its events, members, Judges and exhibitors would be seen as conduct that is unbecoming of a Member and/or prejudicial to the interests of the Association and the member responsible could be subject to the V.P.F.A. Ltd. Rules and Regulations, revised May 2013 : - Rules 71-88

