



SOCIAL MEDIA POLICY & GUIDELINES

This document has been developed as a guideline for Chamber executive committee and members to take into consideration when any member of the Chamber utilises social media and is consistent with the aims and position of the Chamber.

Purpose of this Policy

The purpose of this policy is to provide guidelines for the executive committee and members of the Gunnedah Chamber of Commerce (GCoC) for the appropriate and lawful posting of information relating to the GCoC on social media platforms and online communities, such as Facebook, LinkedIn, Twitter, YouTube, blogs and podcasts to promote the organisation and constructively and positively engage with members, potential members and other third parties.

Representing Gunnedah Chamber of Commerce in Social Media

- a) Any comments made in a Social Media Platform must be factual and consistent with the GCoC's goals and objectives. This means protecting sensitive and confidential information relating to the members of the GCoC.
- b) All members are restricted from making comments on behalf of the GCoC or using any of GCoC branding and the name in any social media platform unless otherwise authorised by the Chamber Executive committee. Members are restricted from representing or giving the impression of the GCoC, opinions or statements on behalf of the GCoC without express authority of the GCoC.
- c) Unless authorised by the President or Public Relations Officer of the GCoC, any comments made by members must contain a disclaimer that they are not representing the GCoC and do not have authority to speak on behalf of the GCoC and the views of the member does not represent the views of the GCoC.
- d) Refer to Appendix I for a list of "Authorised Members" ie. Those who are authorised to speak or comment on behalf of the GCoC on Social Media Platforms

All members of the GCoC acknowledge that:

- a) They are not to make comments, display images, video footage, music, lyrics, post materials or anything which might reflect negativity on the GCoC's reputation or business interests or make deliberately false or misleading claims about the GCoC, or its services. Any recognised inaccurate comments must have all reasonable efforts made by the member to correct the statement immediately or as soon as practicable. For blogs and sites operated by the GCoC, a member must inform the Public Relations Officer and then take authorised steps to correct the mistake. All alteration should indicate the date on which the alteration was made.
- b) They must not disclose confidential or commercially sensitive information about the GCoC. This obligation continues after the membership ceases.
- c) They must not endorse or cite any member, client, partner, supplier or competitor of the GCoC without their explicit permission and the explicit prior permission from the GCoC.
- d) They must not disparage any member, client, customer, partner, supplier or competitor of the GCoC.
- e) They must observe and comply with the relevant privacy, defamation, copyright and discrimination laws and any other applicable laws. Members will be personally legally responsible for any content they publish.
- f) They must observe and comply with all other applicable policies of the GCoC.
- g) They must report any information or material they encounter about GCoC and its services that may be inaccurate, misleading, damaging or deceptive to the President of the GCoC and the Public Relations Officer.



Consequences of Breaching the Social Media Policy

Members must comply with the requirements of this policy. Any breach of this policy may result in disciplinary action up to and including termination of membership.

Other disciplinary action that may be taken includes, but is not limited to, issuing a warning, suspension or disconnection of access to all or part of the GCoC resources either on a permanent or temporary basis.

Apart from the potentially damaging effects a blog may have on the GCoC, inappropriate blogs on internal or external sites can also have adverse consequences for a member in terms of future employment prospects as the material remains widely and permanently accessible to other site users.

Some examples of policy breaches are:

- A member making disparaging or making adverse comments about the GCoC using their personal home computer after hours on their Facebook, Twitter or LinkedIn account;
- A member sexually harassing a fellow member via Facebook using their personal device;
- A member posting derogatory comments about the GCoC;
- Making posts or comments or posting images where it is assumed that a member is making unauthorised comments on behalf of the GCoC.

Associated Policies and Procedures

This policy is to be read in conjunction with the GCoC Media Policy and Guidelines and the Privacy Policy.

Appendix I

Definitions

In this policy:-

- a) **Blogging** means the act of using web log or blog. “Blog” is an abbreviated version of “weblog” which is a term used to describe websites that maintain an ongoing chronicle of information. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.
- b) **Confidential Information** includes, but is not limited to, trade secrets of GCoC; non-public information about the business and affairs of GCoC, such as pricing information for example internal cost and pricing rates, production scheduling software, special supply information; marketing or strategy plans; exclusive agreements or arrangements; commercial and business plans; commission structures; contractual arrangements with third parties; tender policies and arrangements; financial information and data; sales and training materials; technical data; schematics; proposals and intentions; designs; policies and procedures documents; concepts not reduced to material form; information which is personal information for the purposes of privacy law; and all other information obtained from GCoC or obtained in the course of working or providing services to GCoC that is by its nature confidential.
- c) **Computer** includes all laptop and desk top computers, and computer, internet and email facilities which are used by members, inside and outside working hours, in the workplace of GCoC or outside of the GCoC workplace or at any other place. It includes any other devices or networks.
- d) **Hand held device** includes all such hand held computer devices which are used by members. Such devices include, but are not limited to, mobile phones, Blackberrys, Palm Pilots, PDAs, iPhones, tablets, iPads, other handheld electronic devices, smart phones and similar products, and any other device used to access social networking sites or a social media platform.
- e) **“Social Networking Site” and “Social Media Platform”** includes, but is not limited to, Facebook, My Space, Bebo, Friendster, Flickr, LinkedIn, XING, Blogger, WordPress, You Tube, Twitter, Yahoo Groups, Google Groups Whirlpool, Instant Messaging Services, Message Board, Podcasts, Wikis’ (e.g. Wikipedia) and other similar sites.
- f) **Intellectual Property** means all forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all Confidential Information and including know-how and trade secrets.
- g) **Person** includes any natural person, company, partnership, association, trust, business, or other organisation or entity of any description and a Person’s legal personal representative(s), successors, assigns or substitutes.
- h) **Authorisation of or permission from GCoC** means, for the purposes of this policy, authorisation by the Executive of the GCoC and/or the **Public Relations Officer**.
- i) **Public Relations Officer** is the person nominated and voted by majority to be the spokesperson for the GCoC.
- j) **“Authorised Members”** is any member of the Executive Committee of the GCoC or the Public Relations Officer or any other member that has been authorised by the executive of the GCoC explicitly for the purpose of posting information on a Social Media Platform.