



Queanbeyan and District Dog Training Club Inc.

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SOCIAL MEDIA POLICY

Social media such as web pages, Facebook, YouTube and blog sites represent a growing form of communication, allowing us to engage members and the wider public more easily than ever before. It is also an area in which rules and boundaries are constantly being tested. The Queanbeyan & District Dog Training Club's *Social Media Policy* hopes to maximize our social media outreach while protecting our public reputation.

The Queanbeyan & District Dog Training Club seeks to encourage information and link-sharing amongst its membership drawing on the expertise of specific individuals in generating appropriate social media content. It seeks to engage with a range of existing and potential members, donors, sponsors and stakeholders. Local content should lie at the heart of the social media strategy highlighting the high levels of expertise of the Queanbeyan & District Dog Training Club's instructors, while at the same time allowing for posts that illustrate a diverse cross-section of club membership highlighting successes and/or local doggie news and events. Posts should also contain information on the various activities the Queanbeyan & District Dog Training Club supports such as Obedience, Assessment Day information etc. Posts from other organisations on various aspects of positive training methods can also be included, but should not be the mainstay of social media content. At all times, a professional balance must be struck which avoids placing the organisation's reputation at risk.

In order to minimize risks associated with social media and the Queanbeyan & District Dog Training Club's Committee has resolved that access to social media platforms is limited to up to three representatives of the Club's Committee acting as Administrator/s of its web pages and Facebook pages.

Others with authority to post notices on Facebook as Editors include one representative from each of the club's dog sport sub-committees (e.g. Obedience, Trialling, Rally O etc) as approved by the Committee from time to time.

Social media posts should be in keeping with the image that the Queanbeyan & District Dog Training Club wishes to present to the public, and posts made through its social media channels should not damage the organisations reputation in any way.

Core Policy

The Queanbeyan & District Dog Training Club's social media use shall be in accordance with the following:

- The Club's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Where possible the impression should remain one of a singular organisation rather than a group of individuals.

- The Club will not knowingly post incorrect, defamatory, harassing, discriminatory or misleading information.
- The Club will only post information that endorses positive approaches to dog training emphasizing the bond between dog and handler based on mutual trust, respect and love.
- The Club will be polite and respectful of all people and communities with whom we interact on social media.
- The club will respect copyright, intellectual property, and other applicable laws when using social media.
- The Club will not endorse (including likes, comments or shares) any commercial product, services or businesses unless it is in the context of sponsorship (Note: sponsorship will not be accepted from any pet shops or similar business that sell companion animals, ie dogs and cats).
- The Club will treat everything placed on social media as public information and have no expectation that it will remain private, even if it is part of personal social media use.
- The Club will not offer advice, support or comment on topics outside its area of expertise or responsibility.

Due to the fast-moving nature of social media and the constant development of new social media programs, it is important that this policy and its procedures must be reviewed at regular intervals.