



Social Media Policy

January 2019

Purpose

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and this also extends to organisations who are recognising that social media offers new opportunities to communicate with customers and other communities with shared interests.

Australian Darts Legends (Inc) sees social media as an important tool of corporate and business engagement. Members are encouraged to use social media in a personal capacity as a way to share information and views with friends and communities – both old and new.

With the growth and application of social media, Australian Darts Legends (Inc) has identified the need to have a policy which ensures that members who use social media either as part of their job, or in a personal capacity, are fully aware of the organisation's expectations in relation to social media engagement when it is about Australian Darts Legends (Inc), our services, our people and/or other business related individuals or organisations. Australian Darts Legends (Inc) principles of Social Media Engagement are designed to protect the interests of members and the organisation.

The essential guiding principles are:

- Ensure that you are fully aware who you are representing.
- All references to Australian Darts Legends (Inc) are correct, accurate and in line with the Privacy and Harassment and Social Media Policies of Australian Darts Legends (Inc).
- Demonstrate respect for the individual and communities with which you interact at all times.

Please note that this policy does not apply to member's personal use of social media platforms where the employee/member makes no reference to affiliated members or Australian Darts Legends (Inc) related matters.

Application

Social Media Engagement is a policy of Australian Darts Legends (Inc) and it applies to all Australian Darts Legends (Inc) members, volunteers, contractors, and to any other person who is notified that this policy applies to them. If you require clarification about aspects of this policy and how it applies to your own circumstances, please discuss this with Australian Darts Legends (Inc) Committee.

Policy

Australian Darts Legends (Inc) appreciates the value in using social media to build relationships with customers, communities and other relevant stakeholders. If you are officially accredited to represent Australian Darts Legends (Inc) in social media, or if you are discussing Australian Darts Legends (Inc) or Australian Darts Legends (Inc) business related issues in your personal use of social media platforms, you are required to follow this Policy.

Social media tools include:

- Social networking sites e.g. Facebook, Google+, MySpace, Bebo, Friendster
- Video and photo sharing websites e.g. Flickr, YouTube
- Micro-blogging sites e.g. Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- Online encyclopedias such as Wikipedia

- Any other web sites that allow individual users or companies to use simple publishing tools.

Australian Darts Legends (Inc) principles of Social Engagement apply as following:

- You are authorized to represent Australian Darts Legends (Inc) on social media platforms and are using a social media platform for business purposes. Further information is outlined below.
- You choose to make references to Australian Darts Legends (Inc), its people, products or services, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. Further information is outlined in below.

Australian Darts Legends (Inc) Social Media Engagement Policy does not apply to personal use of social media platforms where you make no reference to Australian Darts Legends (Inc) or related matters.

Social Media Engagement for Business Purposes

Before you operate as a representative of Australian Darts Legends (Inc) on a social media platform, you must have approval from your manager and demonstrate that you are fully aware of this policy and procedures. This section details how you will represent Australian Darts Legends (Inc) as part of your job responsibilities.

Representation

You are required to:

- Disclose that you are a Australian Darts Legends (Inc) affiliated member and be clear about which area you are representing and what your role and accountabilities are;
- Disclose only publicly available information. You must not comment on or disclose confidential Australian Darts Legends (Inc) information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what Australian Darts Legends (Inc) information is in the public domain, you should refer to Australian Darts Legends (Inc) Committee.

Responsibility

You are required to:

- Ensure that any content you publish is factually accurate and complies with relevant company policies, particularly those relating to confidentiality and disclosure (see References section below);
- Ensure that you have received the appropriate internal clearances and approvals in accordance with Australian Darts Legends (Inc) policy for releasing information in the public domain
- Only offer advice, support or comment on topics that fall within your area of responsibility at Australian Darts Legends (Inc). For other matters, seek advice from management alert, if the situation requires a real time response, let the other party know that the request has reached Australian Darts Legends (Inc) for response;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Australian Darts Legends (Inc), its members, employees, its contractors, its partners, its competitors and/or other business related individuals or organisations;
- Ensure you do not disclose other people's personal information in social media venues, and comply with the Privacy Policy

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of others' opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Personal Uses of Social Media Platforms

This Social Media Engagement policy is applied if you choose to make references to Australian Darts Legends (Inc), its people, members or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Australian Darts Legends (Inc) position.

Representation

You are required to:

- Identify yourself as a Australian Darts Legends (Inc) affiliated member or volunteer if you refer to Australian Darts Legends (Inc), its people, members and services, its competitors and/or other business related individuals or organisations;
- Ensure you do not imply in any way that you are authorised to speak on Australian Darts Legends (Inc) behalf;
- Ensure you do not knowingly use the identity of another Australian Darts Legends (Inc) member or an employee of a Australian Darts Legends (Inc) partner or competitor (including name or variation of a name);
- Be mindful during your social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing Australian Darts Legends (Inc) into disrepute;
- Disclose only publicly available information. You must not comment on or disclose confidential Australian Darts Legends (Inc) information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what Australian Darts Legends (Inc) information is in the public domain, you should consult management.
- Not include Australian Darts Legends (Inc) logos or trademarks in your postings.

Responsibility

You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:

- Any information about Australian Darts Legends (Inc) services that you provide is informed and factually accurate. If you wish to express your opinions please state they are your personal opinions. If you are offering your personal perspective on a matter related to Australian Darts Legends (Inc), be mindful that your commentary and opinion does not cause damage to Australian Darts Legends (Inc) or its interests.

You are required to: Use a disclaimer to ensure that your stated views and opinions are understood to be you're own and not those of Australian Darts Legends (Inc).

A disclaimer is required when you:

- Refer to the work done by Australian Darts Legends (Inc);
- Comment on any Australian Darts Legends (Inc) related issue; or - Provide a link to Australian Darts Legends (Inc) website.
- Use a permanent disclaimer if you are referring regularly to Australian Darts Legends (Inc) or Australian Darts Legends (Inc) related issues. For irregular Australian Darts Legends (Inc) references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is: “the views expressed in this post are mine only and do not necessarily reflect the views of Australian Darts Legends (Inc).”
- Adhere to Australian Darts Legends (Inc) Policy on Internet Use if you are using Australian Darts Legends (Inc) provided services made available to you as a volunteer or a member. In particular, limited personal use of Australian Darts Legends (Inc) provided services (such as email, internet access and instant messaging) is allowed, however it must be within reasonable limits and not interfere with your work;
- Reference only publicly available information.
- Ensure you are not the first to make a Australian Darts Legends (Inc) announcement;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Australian Darts Legends (Inc), its members, volunteers its contractors, its partners, its competitors and/or other business related individuals or organisations.

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of other opinions, even in times of heated discussion and debate;
- Adhere to the Terms Of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Breach of Policy

Detected breaches of this policy should be reported to Australian Darts Legends (Inc).

If detected, a breach of this policy may result in disciplinary action under Australian Darts Legends (Inc) constitution. A breach of this policy may also amount to breaches of other Australian Darts Legends (Inc) policies and procedures, including the Member Protection Policy. This disciplinary action may involve a verbal or written warning or, in serious cases suspension from or engagement with Australian Darts Legends (Inc).

Related Policies: Australian Darts Legends (Inc) Member Protection Policy

Australian Darts Legends (Inc) may recover from you any costs incurred as a result of a breach of this Policy. If you break the law you may also be personally liable.