



# THE QUEENSLAND COUNTRY WOMEN'S ASSOCIATION

## Policy: Social Media and Content

### 1. INTRODUCTION

The Queensland Country Women's Association (QCWA) is committed to uniting women and developing networks. QCWA recognises social media and the production of content has the ability to facilitate this commitment and considers these areas to be an extension and reflection of QCWA activities.

This policy will be made available to all Members renewing and new members when joining the QCWA.

### 2. PURPOSE

This policy aims to:

- (a) Describe the acceptable use of social media and the publication of content in relation to QCWA.
- (b) Promote appropriate standards of conduct at all times.
- (c) Ensure that all Members know their responsibilities.

### 3. DEFINITION

QCWA defines social media as websites and applications such as but not limited to Facebook, YouTube and Instagram that enable Members to create and share content to participate in social networks.

QCWA defines content as the presentation of information that an audience would attribute reflects QCWA activities. Content can be but not limited to articles, online publications, radio discussions, comments, social media posts including imagery, videos and written words.

### 4. EXPECTED BEHAVIOURS

QCWA expects Members:

- (a) Not to establish or engage with private Facebook groups that relate to QCWA.
- (b) Not to post commentary on topical issues, such as religion, sex, politics, immigrations.
- (c) Not to post commentary on local issues which may reflect badly on QCWA.
- (d) Not to advertise outside groups activities or events on QCWA Social Media pages unless in a direct partnership with QCWA.
- (e) Not to post content or images that are defamatory, pornographic, copyrighted, harassing, libellous, or that can create a hostile environment.
- (f) Not to post content that is considered confidential or not for public consumption.
- (g) Not to post images of children without the parent's consent or adults without their consent.
- (h) Not to represent or communicate on behalf of QCWA in the public domain without prior approval from the State President.
- (i) Not to post any material that would directly or indirectly discriminate against or bully any QCWA Member.
- (j) Not to use logos or trademarks unless approved to do so.

### 5. RISK MANAGEMENT

If a conversation on a QCWA Facebook site threatens to become nasty, immediately disengage from the conversation in a polite manner and report the matter firstly to the administrator of the site. If the conversation is not removed, please report the matter to the State Executive Board and State Office.

## **6. SUPPORTING DOCUMENTS**

- (a) QCWA Constitution
- (b) QCWA Membership Forms
- (c) QCWA Policies:
  - i. Bullying, Harassment and Discrimination Policy
  - ii. Privacy Policy
- (d) QCWA Code of Conduct

## **7. MEMBER'S RESPONSIBILITIES**

Members responsibilities include:

- (a) Be mindful that what you publish will be public for a long time.
- (b) Exercise care and discretion in relation to social media and content. Members should work on the assumption that content may be viewed by, sent, forwarded, or transmitted to someone other than who was intended to view the communication.
- (c) Respect copyright, fair use and financial disclosure laws.
- (d) Do not publish or discuss any confidential, sensitive or proprietary information belonging to QCWA or stakeholders and never discuss sensitive organisational matters publicly.
- (e) Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable at QCWA's events. You should also show proper considerations for others' privacy and for topics that may be considered objectionable or inflammatory – such as politics and religion.
- (f) Don't pick fights, be the first to correct your own mistakes.
- (g) Adopt the simple practice of stepping back, re-reading and thinking about the post before doing so.
- (h) Take care not to disclose others' personal information. Be aware that people may be readily identifiable even when names are not used.

## **8. CONSEQUENCES OF BREACHING THIS POLICY**

Appropriate disciplinary action will be taken against a Member who is found to have breached this Policy. These measures will depend on the nature and circumstance of each breach and could include suspension or expulsion of the Member from the QCWA.

- 9. REVIEW DATE:** This policy is to be reviewed every three years on 31 August.