



ASF Social Media Policy

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Purpose

The Australian Speleological Federation acknowledges the rapidly growing use of social media by members and encourages its use for the primary purposes of sharing information, engaging, connecting, collaborating, and promoting the Federation.

The purpose of this policy is to ensure members understand the requirements of the Australian Speleological Federation official social media accounts, and the requirements of the Federation in their use of social media both in a professional capacity on behalf of the Federation as well as in a personal capacity.

Emphasis is placed on guiding principles of behaviour and a common sense approach to the use of social media to ensure:

- that, as much as possible, content and genuine conversation on social media is allowed to continue without interruption from the Federation;
- the use of social media is consistent with Federation policies (Media Relations), guidelines (ASF Facebook Group) and procedures;
- the Federation's reputation and that of its members is enhanced and not compromised through the use of social media;
- the Federation's legal obligations are not compromised through the use of social media.



The Australian Speleological Federation may choose to engage in commonly used social media platforms including:

- Twitter
- Facebook
- Instagram
- Google+
- YouTube/Vimeo
- Future networking platforms

Core Policy

The Australian Speleological Federation's social media use shall be consistent with the following core values:

- **Integrity:** The Australian Speleological Federation or members will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Copyright and Privacy policies.
- **Professionalism:** The Australian Speleological Federation's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Members may, from time to time and as appropriate, post on behalf of The Australian Speleological Federation using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** The Australian Speleological Federation encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members.

Responsibilities

The Executive shall nominate a Social Media Coordinator and additional moderators as required, to manage the ASF's social media presence. At least one of the nominated moderators must be a member of the ASF Executive. The Social Media Coordinator will oversee expansion of social media and help to develop the Social Media Strategy in line with the organisation's Media Relations Policy.

Approved social media moderators may post on behalf of The Australian Speleological Federation using the organisation's online social media profiles i.e. ASF Facebook Group and Page.

Social Media Coordinator and Moderators have ultimate responsibility for:

- Ensuring that all posts are kept according to The Australian Speleological Federation's core social media policy and guidelines.
- Ensuring appropriate and timely action is taken to correct or remove inappropriate posts (including defamatory and/or illegal content) and in minimising the risk of a repeat incident.
- Ensuring that appropriate and timely action is taken in repairing relations with any persons or organisations offended by an inappropriate post.



- Moderating and monitoring public response to social media, such as blog comments and Facebook replies, to ensure that trolling and spamming does not occur, to remove offensive or inappropriate replies, or caution offensive posters, and to reply to any further requests for information generated by the post topic.

It is important to maintain the balance between encouraging discussion and information sharing, and maintaining a professional and appropriate online presence.

Delegation

Social media is often a 24/7 occupation; as such, such responsibilities as outlined above may be delegated by the Social Media Coordinator to another appropriate member/s.

Processes

Posting to social media

Before social media posts are made, members should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to the majority of The Australian Speleological Federation's members and stakeholders?
- Is the information in keeping with the interests of the organisation and its constituted aims?
- Could the post be construed as an attack on another individual, organisation or project?
- Would The Australian Speleological Federation's donors be happy to read the post?
- If there is a link attached to the post, does the link work, and have I read the information it links to and judged it to be an appropriate source?
- If reposting information, is the original poster an individual or organisation that The Australian Speleological Federation would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by The Australian Speleological Federation? Does it maintain the organisation's overall tone?

If you are at all uncertain about whether the post is suitable, do not post it until you have discussed it with the Social Media Coordinator.

Moderating social media

The reputation of The Australian Speleological Federation is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by trolls or spammers, or attract people who attack other posters or the organisation aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Criticise people not ideas
- Excessive or inappropriate use of swearing
- Defamatory, slanderous or aggressive attacks on The Australian Speleological Federation, other individuals, organisations, projects or public figures
- Breach of copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license



- Breach of data protection or privacy laws
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting The Australian Speleological Federation's posting guidelines.

If a poster continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible
- Ban or block the poster to prevent them from posting again.
- undertake proceedings according to DIVISION 7 of the ASF Constitution - SUSPENSION, EXPULSION, MISCONDUCT
- If the poster does not hold ASF membership, the poster is to be removed, banned or blocked from the social media group

Note: Removing, banning and blocking should be used as a last resort only, and only when it is clear that the poster intends to continue to contribute inappropriate content. However, if that is the case, action must be taken swiftly to maintain the welfare of other social media users.

The decision to delete, block, ban and remove posts ultimately lies with the Social Media Coordinator, but may, at their discretion, be delegated to responsible moderators.

