



# The Governing Council of the Cat Fancy of SA Inc

*Established 30<sup>th</sup> June, 1962  
Affiliated to The Australian Cat Federation (Inc)*

## **SOCIAL MEDIA POLICY**

### **PURPOSE**

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. As a member-based organisation, the Governing Council of the Cat Fancy of South Australia (the GCCFSA) recognises the benefits of social media including the opportunities it offers for members to communicate with each other and other communities who have shared interests.

The GCCFSA and its members have long histories and are highly respected organisations. It is important that the reputations of the GCCFSA, its members and the cat lovers, cat breeders and cat owners in South Australia are not tarnished by anyone using social media platforms inappropriately, particularly in relation to any content that might reference the GCCFSA.

The GCCFSA recognises the need to have a Social Media Policy which ensures its authorised representatives and members who use social media either as part of their membership or in a personal capacity, have guidance as to the GCCFSA's expectations. These expectations arise where the social media engagement is about the GCCFSA, its members, and/or other related individuals or organisations.

Given the rapid uptake of social media, this policy will be reviewed regularly to ensure it remains applicable. However, breed clubs may deem it prudent to develop a social media policy for their members at club level and through their own internal procedures.

### **APPLICATION**

Social Media Policy is a policy of the GCCFSA and it applies to all GCCFSA members 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 the GCCFSA Secretary.

### **POLICY**

You are required to follow this Policy if you are, in your personal use of social media platforms:

- 1 officially appointed to represent the GCCFSA in social media, or
- 2 if you are discussing the GCCFSA, its members or services, or any other individual or organisation associated with the business of the GCCFSA or member related issues.

The GCCFSA's Social Media Policy does not apply to personal use of social media platforms where you make no reference to GCCFSA related matters or GCCFSA members.

The essential guiding principles of this policy are:

- 1 The web is not anonymous. GCCFSA members should assume that everything they write can be traced back to them.
- 2 It is essential that all references to the GCCFSA and its members are correct.
- 3 Honesty is the best policy. GCCFSA members and breeders should think of the internet as a permanent record of online actions and opinions.
- 4 Demonstrate respect for the individuals and communities with which you interact at all times. Ensure the GCCFSA's intellectual property or its relationships with sponsors and stakeholders is not compromised or that the GCCFSA is not brought into disrepute.

## **SOCIAL MEDIA PLATFORMS**

Social media platforms include:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Twitter or MySpace)
- Content sharing including Flickr (photo sharing) and YouTube (Video Sharing)
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites or customer review sites
- Taking part in online polls and votes
- Taking part in conversations on public and private web forums (message boards), or
- Editing a Wikipedia page.

## **USING SOCIAL MEDIA PLATFORMS**

The following sections outline how the GCCFSA Social Media Policy applies to you if you become an authorised GCCFSA representative on social media platforms or if you choose to make reference to the GCCFSA, its members, its competitors and/or other GCCFSA related individuals or organisations.

### **Representation**

You are required to:

- Disclose that you are a GCCFSA member and/or breeder 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 GCCFSA information (such as financial information, future performance, business plans).
- Ensure you do not imply in any way that you are authorised to speak on the GCCFSA 's behalf if you are not authorised to do so.
- Be mindful during your social media engagements of the importance of not damaging the GCCFSA's reputation, interests and/or bringing the GCCFSA or the cat fancy into disrepute.
- Ensure that any content you publish is factually accurate and complies with relevant GCCFSA policies, particularly those relating to confidentiality and disclosure.
- Ensure that you have received the appropriate internal clearances and approvals in accordance with the GCCFSA 's policy for releasing information in the public domain.
- Only offer advice, support or comment on topics that fall within your area of responsibility at the GCCFSA.
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity (including cats), including the GCCFSA, its members, breeders, clubs, volunteers, 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.

## **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.

## **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 the GCCFSA's activities and the activities of its members that you provide is informed and factually accurate. If you wish to express your opinions please state they are your personal opinions.

## **BREACH OF POLICY**

As is the case with all of the GCCFSA's policies and procedures, if you do not comply with this Policy you may face disciplinary action under the GCCFSA's Disciplinary Powers process.

If you break the law you may also be personally liable.

*Last updated: January 2019*