



DUNEDIN GYMNASTIC ACADEMY

SOCIAL MEDIA POLICY

Policy number	2	Version	B
Drafted by	Alison Derbyshire	Revision Date	May 10, 2018
Responsible person	Club Manager	Scheduled review date	2020

INTRODUCTION

Social media such as Twitter, Facebook, Google+, YouTube and blogging represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before.

However, it is also an area in which rules and boundaries are constantly being tested. This policy acts in conjunction with Dunedin Gymnastic Academy's Privacy Policy in order to maximise our social media reach while protecting our public reputation and privacy of its members.

This policy relates specifically to social media sites/accounts named, owned and/or operated by Dunedin Gymnastic Academy.

PURPOSE

Dunedin Gymnastic Academy may choose to engage in social media such as:

- Webpages
- Twitter
- Facebook
- Instagram
- Snapchat
- Vlogging
- Google+
- WordPress/Blogger
- YouTube/Vimeo
- iTunes/Podcasting

Dunedin Gymnastic Academy seeks to encourage information and link-sharing amongst its membership, staff and volunteers, and seeks to utilise the expertise of its employees and volunteers in generating appropriate social media content.

Dunedin Gymnastic Academy may use social media to contact members about upcoming events and changes to events or timetables for example.

At the same time, social media posts should be in keeping with the image that **Dunedin Gymnastic Academy** wishes to present to the public, and posts made through its social media channels should not damage the organisation's reputation or put at risk the privacy of its members in any way.

Policies can be established or altered only by the Executive Committee: **Procedures** may be altered by the Health and Safety Committee.

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 be reviewed at regular intervals.

CORE POLICY

Dunedin Gymnastic Academy's social media use shall be consistent with the following core values:

- **Integrity:** **Dunedin Gymnastic Academy** 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 Dunedin Gymnastic Academy's Privacy Policy.
- **Professionalism:** **Dunedin Gymnastic Academy's** social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of **Dunedin Gymnastic Academy** using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.
- **Information Sharing:** **Dunedin Gymnastic Academy** encourages the sharing and reposting of online information that is relevant, appropriate to its aims, and of interest to its members. This information sharing must be in keeping with Dunedin Gymnastic Academy's Privacy Policy.
- **Use of videos and photos on social media:** **Dunedin Gymnastic Academy** posting of photographs and videos will be in keeping with Dunedin Gymnastic Academy's Privacy Policy.

AUTHORISATION

Penny McLeod, President

Approved by the DGA Executive Committee on May 10, 2018



DUNEDIN GYMNASTIC ACADEMY

SOCIAL MEDIA PROCEDURES

Policy Number	2	Version	B
Drafted by	Alison Derbyshire	Revision Date	May 10, 2018
Responsible person	Club Manager	Scheduled review date	2020

RESPONSIBILITIES

The Club Manager will co-ordinate **Dunedin Gymnastic Academy's** social media management.

The Club Manager will oversee expansion of social media and help to develop the Social Media Strategy in line with the Dunedin Gymnastic Academy's *Strategic Plan 2018 – 2023*.

Staff and volunteers may, from time to time and where appropriate, post on behalf of **Dunedin Gymnastic Academy** using the organisation's online social media profiles. This is to be done only with the express knowledge and authorisation of the Club Manager.

The Club Manager has ultimate responsibility for:

- Ensuring that all posts are in keeping with **Dunedin Gymnastic Academy's** core Social Media Policy.
- 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 Club Manager to another appropriate staff member/volunteer.

Policies can be established or altered only by the Executive Committee: **Procedures** may be altered by the Health and Safety Committee.

PROCESSES

Posting to social media

Before social media posts are made, volunteers and staff should ask themselves the following questions:

- Is the information I am posting, or reposting, likely to be of interest to **Dunedin Gymnastic Academy'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 parents of **Dunedin Gymnastic Academy's** members 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 **Dunedin Gymnastic Academy** would be happy to associate itself with?
- Are the tone and the content of the post in keeping with other posts made by **Dunedin Gymnastic Academy**? Does it maintain the organisation's overall tone?

Damage limitation

In the event of a damaging or misleading post being made, the Club Manager should be notified as soon as possible, and the following actions should occur:

- The offending post should be removed.
- Where necessary an apology should be issued, either publicly or to the individual or organisation involved.
- The origin of the offending post should be explored and steps taken to prevent a similar incident occurring in the future.

Moderating social media

The reputation of **Dunedin Gymnastic Academy** 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:

- Excessive or inappropriate use of swearing
- Defamatory, slanderous or aggressive attacks on **Dunedin Gymnastic Academy** other individuals, organisations, projects or public figures
- Breach of **Dunedin Gymnastic Academy** Privacy Policy
- 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 the post has been removed and highlighting **Dunedin Gymnastic Academy'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.

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 block, ban and remove posts ultimately lies with the Club Manager, but may, at their discretion, be delegated to responsible staff and volunteers.

RELATED DOCUMENTS

- Dunedin Gymnastic Academy's Privacy Policy
- Privacy Act 1993 legislation.govt.nz/act/public/1993/0028/latest/DLM296639.html
- Vulnerable Children's Act 2014 legislation.govt.nz/act/public/2014/0040/latest/DLM5501618.html