

## **Gulgong Show Society Inc Social Media Policy**

Social media has become the main form of communication and promotion for many of our Show Societies. Show societies are now able to communicate, engage, connect and interact with their members, patrons, competitors and new audiences in an instant in a cost-effective way. With all the positives of social media it can bring negatives due to the instant way comments can be made with intention not always fully disclosed.

This policy outlines recommendations for the social media streams of the *Gulgong Show Society Inc* to be managed and administered to assist that they remain as positive promotion of the organisation and the Show Movement, utilising effective communication and ensuring consistent engagement with their members and general community.

This policy applies to:

- All and any employees (paid and unpaid), Executive/management committee, members, stewards, volunteers, competitors and contractors accessing *Gulgong Show Society Inc* social media platforms.
- All employees, management committees, members, stewards, volunteers and contractors accessing private or third-party accounts with any reference to *Gulgong Show Society Inc* or any of its events.

### **PURPOSE**

This policy aims to:

- Provide a consistent, professional and strategic approach to the management of all social media platforms, belonging to, or being utilised by *Gulgong Show Society Inc*.
- Effectively develop, implement and review social media communication strategies and objectives.
- Effectively communicate relevant news, events and information in a timely and efficient manner.
- Ensure accuracy of content and information provided through social media platforms, wherever possible.
- Ensure communication with stakeholders on social media is consistently and professionally addressed in a timely manner, and
- Effectively define acceptable social media use when representing *Gulgong Show Society Inc*.

### **Policy Statement:**

Through Social Media *Gulgong Show Society Inc* will:

- Promote the significance, value and importance of the annual Agricultural Show and its role in the advancement and benefit of the Pastoral, Agricultural, Equestrian, Industrial (including Arts and Crafts) and Horticultural pursuits involved in it.
- Increase awareness of *Gulgong Show Society Inc's* purpose, venues and services, including events that are not consistent with the type referred to above.

- Advertise the facility; both for venue hire and the campground facility.
- Advertise meetings and notices relating to *Gulgong Show Society Inc*.
- Share and distribute relevant and correct content of interest and benefit relating to *Gulgong Show Society Inc*, its members or relevant third parties, and
- Promote and acknowledge sponsors.

## **Terms of Use**

The following terms of use apply to all social media activity engaged in whilst representing *Gulgong Show Society Inc* on social media platforms:

1. Confidential, legal or private information is not to be disclosed.
2. Unsolicited views on social, political, religious or any other non- *Gulgong Show Society Inc* related content will be removed.
3. Logos and images are to be approved prior to use;
  - a) Copyright and trademarked material will only be used when permission for its use has been granted.
4. The following content will not be tolerated:
  - a) Discrimination, bullying or harassment.
  - b) Defamatory, prejudicial or libellous content wherein *Gulgong Show Society Inc* may incur liability.
  - c) Repetitive or otherwise vexatious content.
  - d) Obscene content.
  - e) Illegal content (including copies of music, films, photos and documents, games or software).
  - f) Spam, Junk email, chain messages or any other content that compromises *Gulgong Show Society Inc* data security (including malware, phishing, hacking etc).
5. *Gulgong Show Society Inc* will moderate social media interactions to ensure that inappropriate conduct is removed.
6. Users who engage in continued inappropriate conduct will be banned from the relevant social media platform/s.
7. Content that is considered spam will not be posted or shared.
8. No employee, management committee member, members, stewards, volunteers or contractor will use social media to damage the credibility of *Gulgong Show Society Inc*, its members or its affiliates.
9. A schedule of core information for distribution via social media will include:
  - a) Upcoming Events
  - b) Advertising Opportunities for sponsors
  - c) Bookings; i.e. ground bookings, trade site bookings, campground use
  - d) Meeting Dates

- e) Sponsorship opportunities
  - f) Other community events or dates/events of significance
10. *Gulgong Show Society Inc* may share relevant content from other pages administered independently from *Gulgong Show Society Inc* (e.g. by members, stewards or subcommittees)
11. The following notations are recommended to be included on all websites, profiles and printed materials:
- a) “*Gulgong Show Society Inc* will not tolerate any malicious comments made on social media which includes, but is not limited to: Facebook, Twitter, Instagram, TikTok, Blogs, Forums, Discussion Boards and Groups (public, private or restricted), which may ultimately bring (*INSERT SHOW NAME*), it’s events, volunteers, sponsors and competitors into disrepute. If any instances occur, action may be taken”

## **Responsibilities**

The following roles have been identified to administer and manage the social media activity and content for *Gulgong Show Society Inc*:

### **1. The Committee:**

The Committee are responsible for establishing the strategy and overall objectives for the *Gulgong Show Society Inc* communications, including Social Media platforms. As such, the Committee plays a vital role in determining which social media platforms that *Gulgong Show Society Inc* utilises.

Members can provide content to use and share.

### **2. The Publicity Officer:**

The Publicity Officer, has control of the *Gulgong Show Society Inc* social media platforms and may delegate responsibilities to others under this policy. The Publicity Officer is responsible for the implementation of this policy, including reporting on compliance and actions taken to the Committee (i.e. removal of content, banning of users).

The Publicity Officer is responsible for overseeing the development of an annual content schedule for *Gulgong Show Society Inc*’s Social media, to be implemented by the relevant party, in which most cases will be the Publicity Officer themselves.

### **3. Stewards and Volunteers:**

*Gulgong Show Society Inc* stewards are responsible for providing social media content related to their competition. Sections who maintain a separate social media account for their relevant section can notify the Publicity Officer whenever there is content, they would like shared to the media accounts.

Sections or Competition coordinators who wish to have results published in real time or recorded/live streamed must make the Publicity Officer aware of this prior to the event, so that the Publicity Officer to be present or grant access to the Social media account for the purpose of recording/live streaming competitive events, or allocate another member or volunteer access to social media accounts for this purpose.

#### **4. *Gulgong Show Society Inc* Members**

Members may request sharing of content to *Gulgong Show Society Inc's* Social Media platforms. Any content shared must meet the requirements of this policy. Requests will be considered on a case by case basis and only shared whenever appropriate.

#### **5. *Gulgong Show Society Inc* Sponsors**

*Gulgong Show Society Inc* sponsors are responsible for providing to any logos or specific text they wish to have included in content created, posted or shared on *Gulgong Show Society Inc's* Social Media platforms.

#### **Access to Social Media:**

*Gulgong Show Society Inc* provides access to social media in the workplace to enable employees and volunteers to perform their respective roles as described under this policy. *Gulgong Show Society Inc* respects the rights of individuals to maintain social media accounts as a private person. Personal use of social media in the workplace is accepted, providing that use is not excessive, does not interfere with the employee's/volunteer's ability to perform their role to acceptable standards and includes the cross promotion of *Gulgong Show Society Inc*.

#### **Online Child Safety:**

*Gulgong Show Society Inc* is committed to making their physical and online environments as child safe as possible, by

- Identifying and mitigating risks in the online environment without compromising privacy and healthy development, and
- Utilising online resources and environments in accordance with the organisation's code of conduct and relevant policies

*Gulgong Show Society Inc* should:

- Reinforce with all staff and volunteers who interact with the general public to comply with all Codes of Conduct, policies and procedures relating to online interactions with, and between adults and children
- Ensure that staff and volunteers understand that privately messaging children is not appropriate