

DARTS VICTORIA Inc.

Social Media - Social Media Engagement Policy

Purpose

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilize the content. The interest and participation in social media is growing very quickly and this also extends to organisations that are recognising that social media offers new opportunities to communicate with customers and other communities with shared interests.

Darts Vic sees social media as an important tool of corporate and business engagement. Members are encouraged to use social media in a personal capacity as a way to share information and views with friends and communities – both old and new. With the growth and application of social media, Darts Vic has identified the need to have a policy which ensures that members who use social media either as part of their job, or in a personal capacity, are fully aware of the organisation's expectations in relation to social media engagement when it is about Darts Vic, our services, our people and/or other business related individuals or organisations. Darts Vic's principles of Social Media Engagement are designed to protect the interests of members and the organisation.

The essential guiding principles are:

- Ensure that you are fully aware who you are representing.
- All references to Darts Vic are correct, accurate and in line with the Confidentiality and Intellectual Property Policies of Darts Vic.
- Demonstrate respect for the individual and communities with which you interact at all times.

Please note that this policy does not apply to member's personal use of social media platforms where the employee makes no reference to affiliated members or Darts Vic related matters.

Application

Social Media Engagement is a policy of Darts Vic and it applies to all Darts Vic members, volunteers, contractors, 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 Darts Vic Executive Officer.

Policy

Darts Vic appreciates the value in using social media to build relationships with customers, communities and other relevant stakeholders. If you are officially accredited to represent Darts Vic in social media, or if you are discussing Darts Vic or Darts Vic business related issues in your personal use of social media platforms, you are required to follow this Policy.

Social media tools include:

- Social networking sites e.g. Facebook, MySpace, Bebo, Friendster
- Video and photo sharing websites e.g. Flickr, YouTube

- Micro-blogging sites e.g. Twitter
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups
- Online encyclopedias such as Wikipedia
- Any other web sites that allow individual users or companies to use simple publishing tools.
- Not restricted to listed services. But to also include private messenger apps.

Darts Vic principles of Social Engagement apply as following:

- You are authorised to represent Darts Vic on social media platforms and are using a social media platform for business purposes. Further information is outlined below.
- You choose to make references to Darts Vic, its people, products or services, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. Further information is outlined in below.

Darts Vic's Social Media Engagement Policy does not apply to personal use of social media platforms where you make no reference to Darts Vic related matters.

Social Media Engagement for Business Purposes

Before you operate as a representative of Darts Vic on a social media platform, you must have approval from your manager and demonstrate that you are fully aware of this policy and procedures. This section details how you will represent Darts Vic as part of your job responsibilities.

Representation

You are required to:

- Disclose that you are a Darts Vic affiliated member 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 Darts Vic information (such as financial information, future business performance, business plans, imminent departure of key executives).

If you require clarification about what Darts Vic information is in the public domain, you should refer to Darts Vic management.

Responsibility

You are required to:

- Ensure that any content you publish is factually accurate and complies with relevant company policies, particularly those relating to confidentiality and disclosure (see References section below);
- Ensure that you have received the appropriate internal clearances and approvals in accordance with Darts Vic'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 Darts Vic. For other matters, seek advice from management alert, if the situation requires a real time response, let the other party know that the request has reached Darts Vic for response;

- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Darts Vic, its members, employees, its contractors, 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, and comply with the Privacy Policy

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. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Personal Uses of Social Media Platforms

This Social Media Engagement policy is applied if you choose to make references to Darts Vic, its people, members or services, its competitors, and/or other business related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Darts Vic position.

Representation

You are required to:

- Identify yourself as a Darts Vic affiliated member or volunteer if you refer to Darts Vic, its people, members and services, its competitors and/or other business related individuals or organisations;
- Ensure you do not imply in any way that you are authorised to speak on Darts Vic's behalf;
- Ensure you do not knowingly use the identity of another Darts Vic member or an employee of a Darts Vic partner or competitor (including name or variation of a name);
- Be mindful during your social media engagements of the importance of not damaging the organisation's reputation, interests and/or bringing Darts Vic into disrepute;
- Disclose only publicly available information. You must not comment on or disclose confidential Darts Vic information (such as financial information, future business performance, business plans, imminent departure of key executives). If you require clarification about what Darts Vic information is in the public domain, you should consult management.
- Not include Darts Vic's logos or trademarks in your postings.

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 Darts Vic's services that you provide is informed and factually accurate. If you wish to express your opinions please state they are your

personal opinions. If you are offering your personal perspective on a matter related to Darts Vic, be mindful that your commentary and opinion does not cause damage to Darts Vic or its interests.

You are required to:

- Use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of Darts Vic.

A disclaimer is required when you:

- Refer to the work done by Darts Vic;
- Comment on any Darts Vic related issue; or
- Provide a link to the Darts Vic website.

Use a permanent disclaimer if you are referring regularly to Darts Vic or Darts Vic related issues. For irregular Darts Vic references, a disclaimer need only be used on a case by case basis. An example of a disclaimer is: "the views expressed in this post are mine only and do not necessarily reflect the views of Darts Vic."

- Adhere to Darts Vic's Policy on Internet Use if you are using Darts Vic provided services made available to you as a volunteer or a member. In particular, limited personal use of Darts Vic provided services (such as email, internet access and instant messaging) is allowed, however it must be within reasonable limits and not interfere with your work;
- Reference only publicly available information on www.dartsvictoria.org.au
- Ensure you are not the first to make a Darts Vic announcement;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Darts Vic, its members, volunteers its contractors, its partners, its competitors and/or other business related individuals or organisations.

Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of other 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. Check with management if you are not certain about what you can reproduce or disclose on social media platforms.

Breach of Policy

As is the case with all of Darts Vic's policies and procedures, if you do not comply with this Policy you may face disciplinary action under Darts Vic's constitution. This disciplinary action may involve a verbal or written warning or, in serious cases, suspension or engagement with Darts Vic.

Darts Vic may recover from you any costs incurred as a result of a breach of this Association Policy.

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