

Adelaide Eisteddfod Social Media Policy

Introduction

A social networking website can be defined as an online platform allowing users to create a profile and interact in an online space. Examples of platforms include, but are not limited to, Facebook, LinkedIn, Instagram and Twitter. This policy also extends to mobile phone applications, which offer a publicly viewable interface, such as Snapchat.

Scope

This policy applies to all volunteers and sponsors working within, or for, The Adelaide Eisteddfod Inc (ADELAIDE EISTEDDFOD) during ADELAIDE EISTEDDFOD Competition or Activity hours or outside of ADELAIDE EISTEDDFOD Competition or Activity hours on computers or other electronic communication technologies.

Principles

- Be professional, responsible and respectful.
- Be conscious at all times of the need to keep your personal and professional lives separate. You should not put yourself in a position where there is a conflict between your work for the ADELAIDE EISTEDDFOD and your personal interests.
- Do not engage in activities involving social media which might place the ADELAIDE EISTEDDFOD or any members of the ADELAIDE EISTEDDFOD community at risk, cause them embarrassment or damage their reputation.

Personal Social Media Accounts

While personal social media settings can restrict those who are able to access accounts, social networking sites are by their nature a public form of communication. There is always the potential that personal accounts can be accessed by the public or by “friends of friends” other subscribers of whom we may have been previously unaware. It is therefore extremely important not to post information about the ADELAIDE EISTEDDFOD, children or families on personal social media accounts.

In relation to their personal social media accounts, volunteers and sponsors will not:

1. access their social media accounts on any device while working with or caring for children.
2. send or accept ‘friend requests’ or requests to ‘follow’ or engage with social media profiles from current competitors.
3. post any information about what happens at the ADELAIDE EISTEDDFOD Competitions or Activities.
4. post any photos taken at the ADELAIDE EISTEDDFOD Competitions or Activities.
5. post any material that is offensive, defamatory, threatening, harassing, bullying, discriminatory or otherwise unlawful.
6. post any material that could bring their professional standing into disrepute.
7. post any material that could damage the volunteer relationship, the ADELAIDE EISTEDDFOD’s reputation or commercial interests, or bring the ADELAIDE EISTEDDFOD into disrepute.
8. pose as a representative of the Adelaide Eisteddfod or express views on behalf of the Adelaide Eisteddfod.
9. Actively insert the Adelaide Eisteddfod logo or email without permission.

10. list the ADELAIDE EISTEDDFOD's name on a Facebook page without permission.
11. disclose confidential, private or sensitive information.
12. publicize workplace disputes workplace conditions
13. use their personal camera or phones to take photos or video while at the ADELAIDE EISTEDDFOD for personal use.

Whilst the ADELAIDE EISTEDDFOD acknowledges the individual's right to connect online with friends and Colleagues, volunteers must maintain vigilance in ensuring that their online interactions in no way engage current competitors.

Professional use of Social Media:

1. If volunteers wish to communicate with competitors through online platforms or to enable competitors to keep in touch with one another, they can only do so with the approval of the ADELAIDE EISTEDDFOD and through official sites that have been approved by the ADELAIDE EISTEDDFOD Executive.
2. Any use of social media where volunteers and competitors engage through online platforms must be fully in the context of the ADELAIDE EISTEDDFOD Competition and activities. Sites must be moderated by a volunteer and are open to random spot checking by an ADELAIDE EISTEDDFOD Executive for appropriateness of content. Volunteers should only use their ADELAIDE EISTEDDFOD provided email address to be involved in such sites.
3. ADELAIDE EISTEDDFOD email addresses or other official contact details must not be used for setting up personal social media accounts or to communicate through such media.
4. ADELAIDE EISTEDDFOD logos or branding must not be used or published on personal web spaces.
5. Volunteers are strongly advised to ensure that they set the privacy levels of their personal sites as strictly as they can and to opt out of public listings on social networking sites to protect their own privacy. Volunteers should keep their passwords confidential, change them often and be careful about what is posted online; it is not safe to reveal home addresses, telephone numbers and other personal information. It is a good idea to use a separate email address just for social networking so that any other contact details are not given away.
6. Volunteers who have publicized their relationship with the ADELAIDE EISTEDDFOD on a social media platform (for example, by naming their current workplace in profile information must not engage with any material that is in any way contradictory to the ADELAIDE EISTEDDFOD's values or vision.
7. If a volunteer receives a competitor request to connect online, the volunteers is obliged to report this immediately to the ADELAIDE EISTEDDFOD Executive. Volunteers are personally responsible for declining any such request and reporting this as soon as practicable.

Breaches

The ADELAIDE EISTEDDFOD will use our Misconduct Policy:

1. to investigate any breach of this policy.
2. to investigate any circumstances where a volunteer or sponsor brings their professional standing into disrepute by posting information on their personal social media account that is offensive, defamatory, threatening, harassing, bullying, discriminatory or otherwise unlawful. A possible outcome of the investigation for volunteers and sponsors is termination of their position with the Adelaide Eisteddfod.

3. to investigate any circumstances where a volunteer or sponsor damages the reputation or commercial interests of the Adelaide Eisteddfod through material posted on their personal social media account, including material that is confidential, private or sensitive. A possible outcome of the investigation for employees is termination of their position with the Adelaide Eisteddfod.
4. to investigate any instance where someone working at the ADELAIDE EISTEDDFOD is defamed, bullied or harassed on social media by a family or community member connected to the ADELAIDE EISTEDDFOD.

The ADELAIDE EISTEDDFOD will contact the police and other relevant authorities if a person working at the ADELAIDE EISTEDDFOD breaks the law in relation to social media e.g. through defamation or bullying.