

Social Media Policy Template

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 (*INSERT SHOW NAME*) 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 (*INSERT SHOW NAME*) social media platforms.
- All employees, management committees, members, stewards, volunteers and contractors accessing private or third-party accounts with any reference to (*INSERT SHOW NAME*) 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 (*INSERT SHOW NAME*).
- 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 (*INSERT SHOW NAME*).

Policy Statement:

Through Social Media (*INSERT SHOW NAME*) 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 (*INSERT SHOW NAME*)'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 *(INSERT SHOW NAME)*.
- Share and distribute relevant and correct content of interest and benefit relating to *(INSERT SHOW NAME)*, 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 *(INSERT SHOW NAME)* 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- *(INSERT SHOW NAME)* 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 *(INSERT SHOW NAME)* 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 *(INSERT SHOW NAME)* data security (including malware, phishing, hacking etc).
5. *(INSERT SHOW NAME)* 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 *(INSERT SHOW NAME)*, 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. *(INSERT SHOW NAME)* may share relevant content from other pages administered independently from *(INSERT SHOW NAME)* (e.g. by members, stewards or subcommittees)
11. The following notations are recommended to be included on all websites, profiles and printed materials:
- a) “*(INSERT SHOW NAME)* 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 *(INSERT SHOW NAME)*:

1. The Committee:

The Committee are responsible for establishing the strategy and overall objectives for the *(INSERT SHOW NAME)* communications, including Social Media platforms. As such, the Committee plays a vital role in determining which social media platforms that *(INSERT SHOW NAME)* utilises.

Members can provide content to use and share.

2. The Publicity Officer:

The Publicity Officer, has control of the *(INSERT SHOW NAME)* 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 *(INSERT SHOW NAME)*'s Social media, to be implemented by the relevant party, in which most cases will be the Publicity Officer themselves.

3. Stewards and Volunteers:

(INSERT SHOW NAME) 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. *(INSERT SHOW NAME)* Members

Members may request sharing of content to *(INSERT SHOW NAME)*'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. *(INSERT SHOW NAME)* Sponsors

(INSERT SHOW NAME) sponsors are responsible for providing to any logos or specific text they wish to have included in content created, posted or shared on *(INSERT SHOW NAME)*'s Social Media platforms.

Access to Social Media:

(INSERT SHOW NAME) provides access to social media in the workplace to enable employees and volunteers to perform their respective roles as described under this policy. *(INSERT SHOW NAME)* 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/volunteers ability to perform their role to acceptable standards and includes the cross promotion of *(INSERT SHOW NAME)*

Online Child Safety

(INSERT SHOW NAME) 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

(INSERT SHOW NAME) 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