

ROTARY DISTRICT 9800

SOCIAL MEDIA ENGAGEMENT POLICY



Why do we have this policy?

Rotary sees social media as an important tool for community engagement and creating volunteering opportunities. Rotary also encourages its members to use social media in a personal capacity as a way to reach out and share information and views with friends and communities.

Rotary recognises the need to have a policy which ensures that members who use social media either as part of their volunteering, or in a personal capacity, have guidance as to the Rotary's expectations where the social media engagement is about Rotary, its services, its people, its community partners and partner organisations.

Application

This policy applies to District, Clubs and Club members in promoting or sharing information about Rotary and its programs and when commenting on or about Rotary, its members and partners.

If you are representing Rotary in social media, or if you are discussing Rotary or Rotary business related issues in your personal use of social media platforms, you are required to adhere to this Policy.

This policy does not apply to members' personal use of social media platforms where the member makes no reference to Rotary related issues. It only applies to occasions where the member makes reference to Rotary.

Policy

That social media users:

- Be clear about who users are representing
- Take responsibility for ensuring that any references to Rotary are factually correct and accurate
- Do not breach confidentiality
- Are respectful of the individuals and communities with which users interact

Implementation

Representation

You are required to:

- Identify yourself as a Rotary member;
- Ensure you do not imply in any way that you are authorised to speak on Rotary's behalf;
- Ensure you do not knowingly use the identity of another Rotary member; and
- Be mindful during your social media engagements of the importance of not damaging Rotary's reputation and interests and/or bringing Rotary into disrepute.

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 Rotary that you provide is informed and factually accurate by checking the District 9800 website or with the relevant District 9800 representative;
- If you wish to express your opinions please make it clear they are your personal opinions; and
- If you are offering your personal perspective on a matter related to Rotary, be mindful that your commentary and opinion does not cause, or have the potential to cause, damage to the organisation or its interests.

You should:

- Use a simple disclaimer to ensure that your stated views and opinions are understood to be your own and not those of District 9800 when you refer to any aspect of, or work done by, Rotary;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Rotary, its members, volunteers and partner organisations; and
- Think before you post and carefully consider the text, photos and videos from the perspective of those who may see them and react to them. It is likely they cannot never be fully deleted.

Respect for others

Please:

- Be respectful of Rotary, District 9800, its Clubs and members in everything you post online;
- Be respectful of all other 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 of the social media channel you are using, and seek to conform to the cultural and behavioural norms, of the social media platform being used; and
- Respect copyright, privacy and other applicable laws when publishing on social media platforms.

Policy revised: February 2019

Please also see the Mutual Respect Policy