

DOGS QUEENSLAND SOCIAL MEDIA POLICY

COPIED FROM DOGS QUEENSLAND RULES – Appendix 18

<http://www.dogsqueensland.org.au/media/49633/rules-2017-v11.pdf>

SOCIAL MEDIA POLICY AND GUIDELINES

Commencement Date - This Policy has a commencement date of 01/04/2016.

Purpose

This Policy is intended to provide members or employees of Dogs Queensland with clarity on the constructive and appropriate use of social media platforms to achieve Dogs Queensland's objective of promoting in every way, the standing and improvement of purebred dogs in the wider Queensland community.

What is Social Media?

'Social Media' is online media that allows for interaction and/or participation. It is any conversation or activity that occurs online where people can share information about, or that that might impact on, Dogs Queensland, its members or members of any Affiliated bodies who use our services or participate in the events run by our organisation or any of our Affiliated bodies. It includes, but is not limited to:

- Social networking sites – for example Facebook, Twitter, MySpace, Pinterest, LinkedIn;
- Video and photo sharing websites and applications – for example Flickr, Instagram, YouTube, Tumblr;
- Blogs, including corporate blogs and personal blogs – for example SharePoint;
- Blogs hosted by media outlets – for example comments or 'your say' feature;
- Micro-blogging – for example Twitter;
- Wiki's and online collaborations – for example Wikipedia;
- Forums, discussion boards and Groups – for example Google Groups, Facebook Groups, Whirlpool;
- VOD and podcasting – for example SoundCloud;

Who does this Policy apply to?

This Social Media policy applies to all members and employees of Dogs Queensland.

Guiding Principles

Whenever Dogs Queensland members and employees are interacting on Social Media, whether in an official or personal capacity, the following guiding principles must be followed at all times in any interaction concerning the canine community:

- They are required to abide by the Constitution and Rules of Dogs Queensland (Canine Control Council (QLD) Ltd), including the Code of Ethics;
- They must act in a way which falls within the community expectations of good and appropriate manners;
- They must be polite and respectful to Dogs Queensland, its staff members, its members, its affiliates of and any other related parties, including Judges.
- They must not criticise, disparage or make derogatory or negative comments about Dogs Queensland, its staff members, members or affiliates, or any domestic or international Judges, either expressly or implicitly;
- They must respond to others' opinions respectfully and professionally;
- They must not harass, bully or intimidate, nor will they create a perception of harassment, bullying or intimidation towards any person or organisation;
- They must not make negative or adverse comments about any person on the basis of their race, religion or sexual preference;
- They must not make derogatory or negative comments pertaining to the dogs of another member of Dogs Queensland or any of its affiliates, or create such comment that would be perceived as being derogatory or negative against dogs of another member of Dogs Queensland or any of its affiliates;
- They must not utilise abusive, profane, obscene or sexually explicit language or material;

- They must obtain written permission from Dogs Queensland before posting any content on any Social Media platform or using any I.T. service to make statements or comments on behalf of Dogs Queensland or otherwise which may be construed to be attributed to Dogs Queensland or using the Dogs Queensland logo.

The Canine Control Council (Queensland) Ltd Constitution and Rules includes prohibitions on the engaging of various forms of conduct by Dogs Queensland members. In accordance with section 19.2 of the Constitution and Rule 73.2, a member must not engage in any conduct that could reasonably be considered to be:

- (1) Dishonest, malicious, vexatious or scandalous or contrary to law;
- (2) Discreditable to the member concerned or any other member;
- (3) Prejudicial or injurious or tending to prejudice or injure any person interested in canine affairs;
- (4) Prejudicial or injurious or tending to prejudice or injure the interests, image or standing of the Canine Control Council (Queensland) Ltd; or
- (5) Contrary to the spirit and intent of the Constitution, Rules and Code of Ethics or any other code, resolution policy or direction of the Canine Control Council (Queensland) Ltd or any Committee.

The Constitution and Rules also contains a prohibition on members conducting themselves in such a way as to bring Dogs Queensland into discredit or to bring themselves as a breeder, owner, exhibitor or members into discredit.

Policy Non-Compliance

Misuse of Social Media can have serious consequences for Dogs Queensland, its staff and its members. All reports of misuse of any I.T. service or Social Media by Dogs Queensland members will be actioned in accordance with the Complaints Procedure (see Appendix 5).

If you do not comply with the Policy, disciplinary action may be taken in accordance with the Complaints Procedure (see Appendix 5). Disciplinary action may include:

- (1) Referral of the matter to a Breaches Panel convened by Dogs Queensland; and/or
- (2) Information being provided to the Queensland Police Service.

Other disciplinary action that may be taken includes, but is not limited to, issuing a formal warning and suspension of membership from Dogs Queensland.

Reporting of Policy Non-Compliance

Dogs Queensland has a formal Complaints Procedure and third party investigative powers pursuant to Rules 75.1 and 75.2 which must be followed in relation to the reporting of any misuse of I.T. services or Social Media. The applicable Rules dealing with the Dogs Queensland Complaints Procedure must be followed. Any queries regarding the Complaints Procedure or investigative powers can be directed to the office of Dogs Queensland or found in the Canine Control Council (Queensland) Ltd Rules.