

Social Media Policy

Policy Statement

For the purposes of this policy 'social media' is defined as a term for a wide-spectrum of user-driven content technologies. Cycling Southland recognises the value and benefit of social media and operates a multi-faceted social media programme that includes, but may not be limited to, Facebook, Instagram and Twitter.

These sites are used to inform members and those interested in cycling about events, activities and results within the club through posting updates, comments, photographs and videos; highlight other online cycling-related content; promote the sport of cycling; and encourage a greater sense of community among the club.

Staff Posting Content

When posting Cycling Southland-related content, it's important that staff:

- *Always* give people proper credit for their work, and make sure they have the right to use something with attribution before it is published;
- Are always aware of how the general public will interpret what is said, and use appropriate writing style, tone and language;
- Realise that anything said will be available online for a long time;
- Appreciate that privacy is important and take care not to publish information that should not be made public. If in doubt then don't publish. Seek advice from the General Manager, President, or Executive Committee member.

Inappropriate use of Cycling Southland social media outlets is considered serious and will be treated as misconduct in line with the Code of Conduct & Integrity and the Disciplinary Management Policy or the Employee Disciplinary Policy.

Management

The General Manager is responsible for the setting the tone, approach and style of Cycling Southland's social media content. Where staff have been given access to those social media channels, it's expected that they will follow the style and seek advice if they are unsure about what they are posting.

Staff also have a responsibility to ensure that not only is their posted content appropriate, but that the content posted by followers is suitable as well. Any material deemed to be inappropriate is flagged with the General Manager or removed as soon as possible.

Followers Posting Content

Cycling Southland welcomes feedback, comments, reviews and ideas from all our followers, and will endeavour to join in and contribute to the conversation where possible. We usually update and monitor our social media pages during business hours, Monday to Friday (other than public holidays).

By participating on our social media pages, posters agree that they will comply with those social media websites' terms of use and/or community guidelines as well as this social media policy.

Cycling Southland reserves the right to delete any post that:

- breaches any laws including copyright;

Cycling Southland Operational Policies and Procedures – Section 3: Communication

- is unlawful, offensive, obscene, indecent, defamatory, libellous, fraudulent, threatening, abusive, racist, discriminatory, hateful or could incite violence;
- contains, or refers to or encourages:
 - offensive language;
 - sexual activity or sexuality;
 - violence toward any thing or any person;
 - damage to property;
 - criminal activity;
 - offensive behaviour; or
 - any activity that is morally questionable;
- contains derogatory remarks about any person or organisation;
- contains any information that is untrue or incorrect or implies that to be the case;
- breaches the intellectual property rights of any person or organisation;
- purports to reflect our views or be binding on, or posted by, Cycling Southland.

Use of content

Cycling Southland's decision to follow or befriend a particular social media page does not imply endorsement of any kind.

Occasionally we may "share" "retweet", "RT", "Like", rate or comment on a post to our social media pages, however, this does not imply endorsement on the part of Cycling Southland.

All material added by posters will be regarded as public information and may be treated by us as such. In particular, by posting on our social media pages, posters acknowledge that we (and/or anyone else) can use, copy, reproduce, modify, publish and distribute the material in any and all media or distribution methods; however, this does not imply endorsement on the part of Cycling Southland. This also means we can reproduce those posts for promotional or commercial purposes (with no compensation paid to the poster).

The contents of our social media pages are intended for informational purposes only. Cycling Southland shall in no event accept any liability for loss of damage suffered by any person or body due to information provided on these sites or linked sites.

Violation of this policy may result in posters being barred or removed from Cycling Southland social media pages. As it would be seen as a breach of the Code of Conduct & Integrity, further action would be taken under the Disciplinary Management Policy.

Related Documents

Code of Conduct & Integrity
Disciplinary Management Policy
Internet & Email Policy
Media & Communications Policy