

BMW Car Club of Victoria Social Media Policy

Context

The BMW Car Club of Victoria (BMWCCV) embraces the use of Social Media for the promotion, development and delivery of the values upheld by the Car Club.

BMWCCV encourages all to communicate online, however all users need to use good judgment about what material appears online, and in what context.

This policy applies to all BMWCCV Committee Members, Officials, Volunteers, Members and Non Members that participate in discussions within any BMWCCV Controlled Social Media outlets.

Objective

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, BMWCCV recognises the benefits of social media as an important tool for the promotion of the club.

This policy aims to provide some principles to follow when using Social Media.

This policy includes (but is not limited to) the following specific technologies:

- LinkedIn
- Twitter
- Facebook
- Personal web sites
- Google+
- Content sharing include Flickr (photo sharing) and YouTube (video sharing)
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites, or customer review sites
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards)

Scope

This policy is intended to provide clarity to on how to conduct yourself in Social Media. It also informs responsibilities when using Social Media. It aims to encourage everyone to find a voice in Social Media, but at the same time protect the interests of the BMWCCV.

USER: BMWCCV Committee Use

BMWCCV Committee use refers to communication carried out from one of the clubs branded social media channels or when a Committee Member is commenting from a private account as a BMWCCV representative.

BMWCCV Committee Members conducting official communication through social media:

- Must avoid any statement that might bring the BMWCCV into disrepute.
- Must not commit the BMWCCV to any action or initiative without appropriate authority from the President.
- Must behave with respect with respect and courtesy, and without harassment
- deal appropriately with information, recognising that some information needs to remain confidential
- Must be sensitive to the diversity of the Australian public
- take reasonable steps to avoid conflicts of interest

- uphold the values and the integrity and good reputation of the BMWCCV
- Must be apolitical, impartial and professional, and avoid any statements that might be interpreted as advocating or criticising the policies of political parties and other groups.
- Must protect personal information entrusted to the BMWCCV from distribution into the public domain.
- Should take note of any copyright/Creative Commons notices attached to content they wish to use/repurpose.
- Must consult the BMW Executive for crisis communications.

USER: Anyone that participates in discussions within any BMWCCV Controlled Social Media

All people using any of the BMWCCV Controlled Social Media Outlets participating in private social media activity must uphold the Values and Code of Conduct of the BMWCCV even when material is posted anonymously, or using an 'alias' or pseudonym. They should be aware that even if they do not identify themselves online, they could nonetheless be recognised as such as social media websites are public forums.

They should not rely on a site's security settings to guarantee privacy, as material posted in a relatively secure setting can still be copied and reproduced elsewhere. Further, comments posted on one site can also be used on others under the terms and conditions of many social media sites.

Inappropriate use of social media includes, but is not limited to:

- using or linking to discriminatory, defamatory, harassing, abusive or otherwise objectionable language in content
- accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose)
- accessing, downloading or transmitting information on the use and construction of weapons, explosives and other tools of violence or terrorism
- accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry
- disrespecting the rights, dignity, and worth of every person with whom they have contact regardless of age, gender, ethnic origin, or ability and refrain from any discriminatory practices based on age, gender, religion, ethnic origin, or ability.
- compromising the privacy of any person
- using services for personal political purposes
- Using services for industrial campaigns (apart from messages sent by officials of unions and professional associations for informational or consultative purposes)

Breach of Policy

Anyone using BMWCCV Controlled Social Media who participates in online communication deemed not to be in the best interest of the BMWCCV will be subject to disciplinary action.

The Administrators for the BMWCCV Controlled Social Media sites will remove the user and the content without notice if they believe the individual is in Breach of this Policy.

Depending on the severity of the Breach, the BMWCCV Committee will consider the Suspension or Expulsion of Members from the club in accordance with Section 29 of the Club's Constitution.