



AMPS® SOCIAL MEDIA POLICY

ABN 89 501 336 192

Rationale:

Social networking sites such as Facebook have become an increasingly popular means of communication in recent times and have facilitated widespread communication between people without the geographical barriers that have previously existed to such communications. Social media gives individuals, groups, organisations and businesses the opportunity to instantly share information with online communities. Blogs, forums, social networking and video sharing sites are the most popular types of social media sites, however, any forum which allows a user to upload and share information is considered part of the social media space. It is also important to note that information that is shared need not be written; it could take the form of an image or audio-visual material.

There are great benefits in increased communication but there are problems which may arise in the use of technology in this way.

Aims:

- This policy has been adopted by the Society to maintain the integrity of the Society as a cohesive and reputable organisation
- To remind all members that inappropriate use of social media in any form can be harmful and damaging to members and / or the Society, and may have legal implications.

Members' Responsibilities:

- To ensure the conduct of all members, including committee members Judges, breeders and competitors at all times uphold the AMPS® Constitution and Rules and Regulations, and conduct themselves in a courteous manner at all times.
- To be aware that Information shared online by AMPS® members must be honest. Further, defamatory or disrespectful comments about individuals or the Society will not be tolerated. Once information is shared online it can be difficult to retract. A representative might be able to remove his/her original comments however the very nature of social media encourages people to share information which can make it difficult to know where information is posted.
- Members must never bring AMPS® into disrepute. Members should assume that all posts and information they share with online communities can be traced back to them.
- To be aware that the publishing of confidential or sensitive information regarding the Society and its members is not permitted.
- To consider the legal and moral implications of comments which may be perceived to be of a confidential, dishonest, malicious, defamatory, threatening or slanderous nature.
- To report to the Committee of Management any concerns regarding any inappropriate use of Society associated media.

AMPS® Promotional Groups Responsibilities:

- To be aware that any sites, blogs and accounts that represent an AMPS® Promotional Group come under the banner of AMPS® and therefore represents the Society and its members and may impact on the Society and its members' reputations.
- To be aware that the publishing of confidential or sensitive information is not permitted.
- To consider the legal and moral implications of comments which may be seen to be of confidential, dishonest, malicious, defamatory, threatening or slanderous nature.
- To uphold the AMPS® Constitution and Rules and Regulations at all times.
- To report to the Committee of Management any concerns regarding any inappropriate use of Society associated media.

Society Procedure:

- The making of derogatory, derisive, inflammatory and defamatory comments relating to the Society or any of its events, members, Judges and competitors would be seen as conduct that is unbecoming of a Member and/or prejudicial to the interests of the Society and the member responsible could be subject to the AMPS® Constitution – Article 10, Disciplining of Members.

This policy was last ratified on 28th January 2019