



August 2023 V.2

EXHIBITION POULTRY ASSOCIATION OF NSW INC
SOCIAL MEDIA POLICY

BY LAW 5

Adopted August 19 2023





SOCIAL MEDIA POLICY

Policy overview

Social media has become the main form of communication and promotion for many of our Exhibition Poultry Association of NSW Inc Member Clubs and Affiliates.

Associations, Clubs, and Individuals are now able to communicate, engage, connect, and interact with their members, patrons, competitors, and new audiences in an instant in a cost-effective way.

With all the positives of social media it can bring negatives due to the instant way comments can be made with intention not always fully disclosed.

This policy seeks to establish a culture of openness, trust and integrity in all online activities related to the Exhibition Poultry Association of NSW Incorporated (*here in known as the EPANSW*).

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations, and should be used in conjunction with the *EPANSW Constitution and Rules of Conduct (January 2012)*

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

1 Underlying principles

This policy complements *EPANSW* core values:

- Protect the rights, privileges and best interests of breeders and exhibitors, particularly those who are members of the association.
- Foster friendly participation in the breeding and competitive exhibition of all recognised breeds and varieties of domesticated land and waterfowl and pigeons
- Strive to perpetuate the relevant breed characteristics and excellence of type according to the Australian Poultry Standards of Perfection (or other standard where applicable)
- Consider any proposals for a new breed or additional variety prior to their being submitted to the Australian Poultry Standards Committee for evaluation.
- Establish, maintain and publish a register of reputable accredited judges.
- Promote the interests of poultry fanciers in NSW and on the national stage through affiliation with, and representation on, the Australian peak body.

The Executive Committee of the *EPANSW* is responsible for all matters related to this policy (here in known as '*The Executive*') Coverage

This policy applies to all persons who are involved with the activities of the *EPANSW*, whether they are in a paid or unpaid/voluntary capacity and including:

- All members, (including) registered judges and life members of the *EPANSW*.
- Persons appointed or elected to the *EPANSW*, boards, committees, and sub-committees.
- The *EPANSW* member associations, clubs, and *their* individual members.

2 Scope

1. Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

Postings to a social media site are subject to the same defamation, anti-discrimination, and intellectual property laws as other publications, such as newspapers. Postings may also amount to bullying or harassment of your members, volunteers, or others. You may be held to account anywhere in the world where your online publications are downloaded.

There is also the added complexity that, often, other people may post comments on your social media sites. Depending on the circumstances, your organisation may be responsible for defamatory or illegal posts made by others on your social media sites, even if the person who posted the content is also liable (legally responsible).

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g., Facebook, Twitter, Instagram etc)
- Video and photo sharing websites or apps.
- Blogs and micro-blogging platforms
- Review sites
- Live broadcasting apps, (Facebook etc)
- Online encyclopedia (e.g., Wikipedia, etc.)
- Instant messaging (e.g., Facebook Messenger, SMS, Snapchat, WhatsApp, etc)
- Public and private online forums and discussion boards (incl: dedicated poultry or breed FB pages /groups)
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. An officially designated individual representing an *EPANSW* member club (or Affiliate) on social media; an individual membership of the *EPANSW*.
2. Members of the *EPANSW* when posting content on social media in relation to the *EPANSW* that might affect (*EPANSW*) business, products, services, events, sponsors, members, or reputation.

***NOTE:** This policy does not apply to the personal use of social media (personal pages) where it is not related to or there is no reference to the EPANSW or its executive, business, products, services, events, sponsors, members, registered judges, or reputation. However, any misuse by you of social media in a manner that does not directly refer to the EPANSW may still be regulated by other policies, or the Constitution and Rules of Conduct (2012) of to the EPANSW.*

3 Using social media in an official capacity

You must be authorised by *the Executive* before engaging in social media as a representative of the *EPANSW*.

Guidelines

Adhere to the following guidelines when using social media related to *EPANSW* or its business, products, competitions, participants, exhibitors, services, events, sponsors, members, registered judges, or reputation.

Postings to a social media site are subject to the same defamation, anti-discrimination, and intellectual property laws as other publications, such as newspapers. Postings may also amount to bullying or harassment of members, clubs, volunteers, or others. You may be held to account anywhere in the world where your online publications are downloaded.

Use common sense.

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content if in doubt.

When using social media, the lines between public and private, personal, and professional, may be blurred. Remember, you are an ambassador for your Poultry Club, Breed Association and the *EPANSW*.

Honesty

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Respect and sensitivity

Remember, if you are online, you are on the record - much of the content posted online is public and searchable.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual.

This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent ~~is mandatory~~ should be obtained.

Complying with applicable laws

Posting or sharing a link to content that contains illegal or indecent content, including defamatory, vilifying, or misleading and deceptive content.

Discrimination, sexual harassment and bullying

The EPANSW, its members, member clubs and affiliates reflect a diverse set of customs, values, and points of view.

Posting of any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or otherwise inappropriate.

Applicable law

Social Media Policies may be affected by various Australian laws.

For example, if **bullying, harassment, victimisation, or discrimination** takes place via social media, then this may be affected by legislation such as:

- *Australian Human Rights Commission Act 1986 (Commonwealth)*
- *Racial Discrimination Act 1975 (Commonwealth)*
- *Disability Discrimination Act 1992 (Commonwealth)*
- *Age Discrimination Act 2004 (Commonwealth)*
- *Sex Discrimination Act 1984 (Commonwealth)*

If **defamation** occurs via social media, then this may be affected by legislation such as:

- *Civil Law (Wrongs) Act, 2002 (ACT)*
- *Defamation Act, 2006 (NT)*
- *Defamation Act, 2005 (NSW)*
- *Defamation Act, 2005 (QLD)*
- *Defamation Act, 2005 (SA)*
- *Defamation Act, 2005 (TAS)*
- *Defamation Act, 2005 (VIC)*
- *Defamation Act, 2005 (WA)*

Contentious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your EPANSW individual membership, club membership, judges' registration at risk as per the Constitution and Rules of Conduct (August 2023)

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and EPANSW own copyrights and brands.

<https://www.legislation.gov.au/Details/C2008C00593> (Copyright Law)

Branding and intellectual property of EPANSW

You must not use any of EPANSW intellectual property or imagery on your personal social media (or website) or under your personal name without prior approval from EPANSW.

EPANSW intellectual property includes but is not limited to:

- Judges Registry
- Membership list (club)
- Membership list (individual)
- Calendar
- Logo
- Website
- Social media accounts
- Policies, Documents, By-Laws, Constitution and Rules of Conduct etc.
- Imagery which has been posted on the EPANSW official social media sites or website, without source credit to EPANSW, (*i.e.*, screen shots or saved files of imagery shared to EPANSW social media accounts.)

<https://www.legislation.gov.au/Details/C2008C00593> (Copyright Law)

Policy breaches

Breaches of this policy include but are not limited to and covered by the legislation above please see Australian Laws listed above under **Applicable law**.

- Using the *EPANSW* name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members (incl Judges)
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language.
- Posting or sharing any content that is a breach of any State or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing the *EPANSW*, its officials, members, or sponsors into disrepute.

In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Investigation

Alleged breaches of this social media policy may be investigated in accordance with the *EPANSW* Code of Conduct / Constitution, and any relevant By-Laws.

Where it is considered necessary, the *EPANSW* may report a breach of this social media policy to police.

Disciplinary process, consequences, and appeals

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the procedures contained in *EPANSW* constitution and code of conduct (August 2023)

Appeals

Any person or entity who is sanctioned under the constitutional process for breach of this policy may have a right of appeal under *EPANSW* Constitution and Rules of Conduct (August 2023)

Reporting a breach

If you notice inappropriate or unlawful content online relating to *EPANSW*, yourself or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately. **All reports will be held in confidence.**

Contact:

Exhibition Poultry Association of NSW Inc:

Email: epansw@outlook.com

Address:

EPA of NSW

PO Box 269

Moss Vale NSW 2577

RESOURCES:

For a full copy of the EPANSW Inc *Constitution and Rules of Conduct (August 2023)*

www.exhibitionpoultrynsw.org

Please refer to the resources located of the EPANSW Inc web page for :

<https://www.nfplaw.org.au/free-resources/advertising/social-media>

<https://www.nfplaw.org.au/news/new-high-court-decision-affects-all-not-for-profit-organisations-that-use-social-media>

Privacy Act:

<https://www.legislation.gov.au/Details/C2020C00237>

<https://www.legislation.gov.au/Details/C2008C00593> (Copyright Law)