

UTS KENDO CLUB SOCIAL MEDIA POLICY

DATE OF ASSENT: 25/10/2023

1 Purpose

The purpose of UTS Kendo Club social media policy is to provide standards of responsible use of social media for all areas of UTS Kendo Club.

This policy:

- Outlines appropriate use of social media for consistent messaging across the UTS Kendo Club.
- Provides communication guidelines to safeguard members from inappropriate or offensive usage.
- Ensures social media platforms, which includes, but is not limited to, websites and applications that allow users to create and share content and to participate in social networking, are safe and inclusive spaces for members and the wider community.

2 Scopes

This policy applies to all UTS Kendo Club members, executive and technical committee members, stakeholders, and those representing the club in any form. This policy does not cover the risks associated with members' personal use of social media. However, members should be aware they may be held accountable if they misrepresent UTS Kendo Club in an unofficial capacity, or reference the club or its members on their personal social media posts.

3 Definitions

The following definitions apply for this Policy:

Risk

Risk is the effect (both positive and negative) of uncertainty on objectives.

Risk management

Risk management refers to the principles, framework and processes in place for managing risk effectively.

Social Media Platforms

Social Media Platforms are services that allow users to create and share content and to participate in networking as well as post digital information including but not limited to:

- Facebook
- Instagram
- Snapchat
- Twitter and other micro-blogging sites
- YouTube
- Mailchimp
- Online gaming platforms (eg: World of Warcraft)

4 Policy Principles

UTS Kendo Club acknowledges that social media is a necessary tool to engage UTS Kendo Club members and the wider community. UTS Kendo Club acknowledges the risks associated with its use and requires all individuals representing UTS Kendo Club, its members, and affiliates to comply with the following rules when posting information:

- Posts must be informative and provide relevant information
- Copyright must be respected, including text and images
- Quotes must not be used without consent
- Confidential or personal information must never be disclosed
- All social media platforms must be a safe and inclusive space, free from racism, bullying and harassment

5 Policy statements

5.1 Implementation

The social media policy should be implemented to enrich the UTS Kendo Club online. The policy must be made available to all members of the club.

5.2 Management

UTS Kendo Club reserves the right to delete inappropriate or offensive messages and where applicable, block users from accessing their social media platforms. When a complaint is made through social media, the Executive Committee must be informed. The Executive Committee must then provide a written response to the comment referring the member to the correct channels to lodge a complaint as stated in the UTS Kendo Club Complaints Resolution Policy.

5.3 Expression

When using UTS Kendo Club's social media platforms, users must consider the tone of voice used. Social media sites should be polite, respectable, and used to engage members and generate a sense of interest and excitement. To achieve this, the tone of voice used in posts should be friendly, approachable and responsive.

6 Member Acknowledgement

Members are required to familiarise themselves with this Policy and keep up to date as to any changes that may be made to it from time to time. If a Member is unsure about any matter covered by this Policy, they should seek the assistance of the UTS Kendo Club Executive Committee. Failure to comply with the policy may lead to disciplinary action at a joint meeting as stated in section 14 of the constitution. Types of disciplinary action may include:

- A formal warning that if the behaviour is to occur again, the Member's membership may be suspended or cancelled, or that the matter will be referred to the appropriate authorities;
- Suspension or cancellation of a Member's club membership;
- The matter being escalated to the appropriate authority, such as ActivateUTS, NSWKA, or the police, where appropriate;
- Any other action that the Grievance Officer considers appropriate