



# **Social Media Policy**



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## 1 Purpose

This Social Media Policy (the Policy) is a part of the Association of Apex Clubs of Australia's (the Association) policies and processes to ensure that our organisation benefits from the use of social media as a two-way communication tool with current members, prospective members and other stakeholders. However, without clear guidelines there is also the risk of misleading other participants, and harm being caused to the association's reputation. The aim of this policy is to communicate and provide guidance for Apex Australia's members and others representing Apex in social media activities.

## 2 Policy Statement

As a condition of being permitted membership of the Apex Facebook public group, past, present and prospective members of Apex Clubs agree:

- 2.1 That the Apex Facebook public group is intended to be a primarily positive communication tool to members and the wider community.
- 2.2 That it is not a forum for extensive debate or discussion, particularly with respect to contentious issues.
- 2.3 To not use false or fake online identities to participate in an online discussion about Apex.
- 2.4 To be always transparent about the Association or role held within Apex and if that person is promoting or representing a particular club or apex interest group.
- 2.5 That any posts deemed inappropriate will be deleted by those authorised to do so, this includes responding with a private social media account to any comments posted and this may occur without notice and any administrator/s decision is final and no reason need be given.
- 2.6 To not make reference to any person, business, or entity without first gaining their express prior approval. This includes tagging people in pictures.
- 2.7 That postings that may be considered discriminatory or harassing, spam or junk type postings, profanity or pornography are prohibited.



2.8 That If any Apex member becomes aware of any negative comment made about Apex, its brand or activities on any social media, that person will inform an administrator about the issue as soon as possible.

2.9 That any person who does not adhere to this policy may be removed from the Facebook group/page and/or have their conduct referred to the ethics committee.

### **3 Further Information**

For further information about the Policy please contact:

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Legal and Compliance Director

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