

Social Media and On-Line Policy for Redlands Modern Country Music Club Inc (RMCMC)

Purpose: This social media policy outlines the appropriate use of social media by members, volunteers, and representatives of RMCMC. Social media offers valuable opportunities for engagement, communication, and promotion, but it also presents risks. This policy aims to ensure that our online presence reflects our values, protects our reputation and the reputations of people engaging with RMCMC and maintains professional standards.

Scope: This policy applies to all individuals officially representing RMCMC on social media platforms. This includes members, volunteers, management committee, contractors, and any other individuals acting on behalf of the association. It includes the club's Google accounts, Webmail system, website, Facebook, Instagram, Youtube channel and any other social media platform.

POLICY GUIDELINES:

Authorised Officers:

- a. The Committee will authorise at least two members to be Administrators of each of RMCMC's Social Media Accounts and on-line accounts
- b. The Committee may require a member who has been authorised as Administrator and who subsequently does not renew their membership – to have their Administrator status revoked to be replaced by a current member.

Personal vs. Professional Use:

- a. Administrators and Member Users are required to avoid using the RMCMC social media platforms for personal use or personal gain or for potential annoyance or harm to users of our Social Media platforms.
- b. When identifying themselves as affiliated with RMCMC, individuals should ensure that their conduct aligns with the values, code of conduct and policies of the RMCMC association.

Professional Conduct:

Administrators and Member Users are required to

- a. Treat all individuals who access our online presence with respect, equality and professionalism in all interactions on social media.
- b. Avoid engaging in conflicts or arguments online, especially regarding sensitive topics or issues unrelated to RMCMC's purpose
- c. Refrain from sharing confidential information about the association, its members, or any sensitive matters.
- d. Discourage criticism or derogatory comments about members, the RMCMC itself, or others.

Content Creation and Sharing:

Administrators and Member Users are required to

- a. Ensure that all content shared on behalf of the association is accurate, relevant, and appropriate.
- b. Obtain necessary permissions before posting photos, videos, or other content featuring individuals.
- c. Respect copyright laws and give proper credit when sharing content created by others.

- d. Maintain a balance of posting frequency regarding performers
- e. Must ensure that content that they create or promote is inclusive and does not discriminate or intentionally exclude any member or activity

Privacy and Security:

Administrators and member Users must

- a. Protect the privacy of individuals by avoiding the sharing of personal information without consent.
- b. Use strong, unique passwords for association-affiliated social media accounts and enable two-factor authentication whenever appropriate.
- c. Report any suspicious activity or potential security breaches to the appropriate authority within the association.

Monitoring and Moderation:

The RMCMC Committee must

- a. designate responsible individuals within the association to regularly monitor and moderate social media and online activity.
- b. Respond promptly and courteously to comments, messages, or enquiries directed at the association's social media and online accounts.
- c. Remove or address any inappropriate content or behaviour that is not in accordance with the association's policies and guidelines.
- d. Ensure that the Administrators (through their actions) and the people posting do not show bias.

Compliance:

Administrators must

- a. Cancel their administrator status if they cease to be a financial member of RMCMC.
- b. Adhere to all relevant laws, regulations, and industry standards when using the club's social media.
- c. Familiarize themselves with the terms of service and community guidelines of each social media platform used by the association.
- d. Seek guidance from the association's leadership or designated authorities in case of uncertainty or disputes regarding social media usage.

Consequences of Non-Compliance:

Violation of this social media policy may result in disciplinary action, up to and including termination of membership, depending on the severity and recurrence of the offense.

Acknowledgment:

By representing RMCMC on social media platforms, individuals agree to comply with the terms of this policy and understand the consequences of non-compliance.

This policy will be reviewed periodically to ensure its effectiveness and relevance in the ever-evolving landscape of social media.

Name

Signature

Date

