

WP&CS of Australia Inc.

SOCIAL MEDIA POLICY

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 COM & RPG committee members Judges, breeders and competitors at all times uphold the WPCSA Members Code of Conduct and conduct themselves in a courteous manner at all times.
- To be aware that Information shared online by WPCSA members must be honest. Further, defamatory or disrespectful comments about individuals or organisations 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 the WPCSA 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.

Regional Promotional Groups, Sub-committee & Working Parties responsibilities:

- To be aware that any sites, blogs and accounts that represent an RPG or Working Party come under the banner of the WPCSA 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 WPCSA Members' Code of Conduct 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 WPCSA Rules - .
Discipline of a Member.

Social Media Defamation:

- In general terms, defamation occurs when a person intentionally spreads information about another person, group of people, or small company that damages their reputation, or can make others think less of them.
- Defamation is actionable regardless of the medium. A person can be defamed, for example, in print, through photos and on the internet.
- Defamation cases involving the internet and social media are becoming more common.
- A person who did not create the defamatory material, but only shares it (for instance, by "re-tweeting" a tweet), can also be held found liable guilty of defamation.
- The person responsible for a Facebook page may be held liable if defamatory posts are not deleted, even when posted by another person.
- There are several defences to defamation, including that the statement was true, or that it was an expression of an honest opinion. Consequently, you may be liable for defamation if you spread information which constitutes a hurtful and untrue statement of fact about another.