



## Context

The BMW Car Club of Victoria (BMWCCV) embraces the use of social media for the promotion, development and delivery of the values upheld by the Club. Whilst encouraging online communication, all users need to use good judgement.

This policy applies to all BMWCCV committee members, officials, volunteers, members and non-members who participate in discussions within any BMWCCV controlled social media outlets.

## Objective

This policy provides principles to follow when using social media.

This policy includes (but is not limited to) the following technologies:

- Facebook, Instagram, Twitter, LinkedIn, Google etc
- Photo and video sharing sites eg Flickr, YouTube
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer or customer review sites
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums.

## USER: BMWCCV Committee Use

BMWCCV committee use refers to communication from one of the clubs branded social media channels or when a committee member is commenting from a private account as a BMWCCV representative.

BMWCCV Committee members must:

- Uphold the values and the integrity and good reputation of the BMWCCV
- Not commit the Club to any action or initiative without appropriate authority
- Behave professionally and show respect and courtesy
- Deal appropriately with information, recognising that some information needs to remain confidential
- Be sensitive to the diversity of the Australian public
- Take reasonable steps to avoid conflicts of interest
- Be apolitical and impartial

- Protect personal information entrusted to the BMWCCV from distribution into the public domain
- Comply with any copyright/Creative Commons notices before using or re-purposing content
- Consult the BMWCCV Committee/Executive for crisis communications.

**USER: Anyone that participates in discussions within any BMWCCV controlled social media**

All people using any of the BMWCCV controlled social media outlets and participating in private social media activity must uphold the values and Code of Conduct of the BMWCCV even when material is posted anonymously. Be aware that even if a pseudonym or alias is used, social media is a public forum and users can often be recognized.

Don't rely on a site's security settings to guarantee privacy. Material posted in a relatively secure setting can still be copied and reproduced elsewhere under the terms and conditions of many social media sites.

Inappropriate use of social media includes, but is not limited to:

- Using or linking to discriminatory, defamatory, harassing, abusive or otherwise objectionable language
- Accessing, downloading or transmitting:
  - any kind of sexually explicit material or violent images
  - information on the use and construction of weapons, explosives and other tools of violence or terrorism
  - any material extolling the superiority or inferiority of a particular race, ethnic group, sexual orientation; or racial or religious bigotry
- Disrespecting the rights, dignity, and worth of every person regardless of age, gender, ethnic origin, religion or ability
- Compromising the privacy of any person
- Using services for personal or political purposes including industrial campaigns

**Breach of Policy**

Anyone using BMWCCV controlled social media who participates in online communication deemed not to be in the best interest of the BMWCCV will be subject to disciplinary action.

The BMWCCV site administrators will remove the user and the content without notice if they believe the individual is in breach of this policy.

Depending on the severity of the breach, the BMWCCV Committee will consider the suspension or expulsion of members from the club in accordance with the Club's Rules/Constitution.