

Social Media Engagement Policy

Purpose

Social media offers the opportunity for people to gather in online communities of shared interest to create, share and consume content and engage with other people online.

Globally the interest and participation in social media is growing at an ever increasing rate as more and more people connect online via the various mediums available. This interest also extends to organisations and groups of people who are recognising that social media offers new opportunities to engage in conversations with others with shared interests, to help grow and develop. Rotary embraces social media as an important tool for community engagement and creating volunteering opportunities. Rotary also encourages its members to use social media in a personal capacity as a way to reach out and share information and views with friends and communities.

With the rapid growth and application of social media, D9800 Rotary recognises the need to have a policy which ensures that members who use social media either as part of their volunteering, or in a personal capacity, have guidance as to the organisation's expectations where the social media engagement is about Rotary, its services, its people, its community partners and partner organisations.

The three Pillars of Social Media Engagement are therefore 'guardrails' designed to protect the interests of members and the organisation. In brief, the 3 pillars ask that when engaging in social media you be clear about who you are representing, you take responsibility for ensuring that any references to Rotary are factually correct and accurate and do not breach confidentiality requirements, and that you show respect for the individuals and communities with which you interact.

It is important to note that this policy does not apply to members' personal use of social media platforms where the member makes no reference to Rotary related issues. It only applies to occasions where the member makes reference to Rotary.

Given the rapid development and uptake of social media and its growing relevance to volunteering and Rotary, this policy will be reviewed regularly to ensure it remains relevant and applicable.

Application

D9800 Rotary's Social Media Engagement Policy applies to all D9800 Rotary Clubs and members of those Clubs.

If you require clarification about aspects of this policy and how it applies to your own circumstances, please contact Philip Rowell, District Director Governance in the first instance.

Policy

Social media tools

D9800 Rotary appreciates and understands the value in using social media to build more meaningful relationships with members, volunteers, communities and other relevant partners. If you are officially charged with representing Rotary in social media, or if you are discussing Rotary or Rotary business related issues in your personal use of social media platforms, you are required to adhere to this Policy.

Social media tools include:

Social Media tools include (but are not limited to) the following:

- social networking sites e.g. Facebook, MySpace, Bebo, Friendster. LinkedIn;
- video and photo sharing websites e.g. Flickr, YouTube, Pinterest, Vimeo;
- micro-blogging sites e.g. Twitter; Tumblr;
- weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups;
- online encyclopaedias such as Wikipedia; and
- any other web sites that allow individual users or companies to use simple publishing tools.

Pillars of Social Media Engagement

The three pillars of Rotary Social Media Engagement Policy are:

- **Representation,**
- **Responsibility,** and
- **Respect.**

These pillars apply when:

1. you represent Rotary on social media platforms and are using a social media platform for Rotary related matters and communication; and
2. you choose to make references to Rotary, its members, its work and partner organisations when you are using a social media platform in a personal capacity.

This Social Media Engagement Policy does not apply to personal use of social media platforms where you make no reference to Rotary business or related issues.

Other Uses of Social Media Platforms

This section outlines how our three pillars of Social Media Engagement apply if you choose to make references to Rotary, its members, its services, its partners or related organisations when you are using a social media platform in a personal capacity.

It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Rotary position.

Representation

You are required to:

- identify yourself as a Rotary member;
- ensure you do not imply in any way that you are authorised to speak on Rotary's behalf;
- ensure you do not knowingly use the identity of another Rotary member; and
- be mindful during your social media engagements of the importance of not damaging Rotary's reputation and interests and/or bringing Rotary into disrepute.

Responsibility

You are personally responsible for the content of your posts online. In this context, you have a responsibility to ensure that:

- any information about Rotary that you provide is informed and factually accurate by checking the D9800 website or with the relevant D9800 representative;
- if you wish to express your opinions please ensure that you state they are your personal opinions; and
- if you are offering your personal perspective on a matter related to Rotary, be mindful that your commentary and opinion does not cause, or have the potential to cause, damage to the organisation or its interests.

You are required to:

- use a simple disclaimer to ensure that your stated views and opinions are understood to be your own and not those of D9800 Rotary when you refer to any aspect of, or work done by, Rotary;
- ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including about Rotary, its members, volunteers and partner organisations; and
- think before you post and carefully consider the text, photos and videos from the perspective of those who may see them and react to them.

Respect

You are required to:

- be respectful of Rotary, D9800 Rotary, its Clubs and members in everything you post online;
- be respectful of all other individuals and communities with which you interact online;
- be polite and respectful of other opinions, even in times of heated discussion and debate;
- adhere to the Terms Of Use of the social media channel you are using, and seek to conform to the cultural and behavioural norms, of the social media platform being used; and
- respect copyright, privacy and other applicable laws when publishing on social media platforms.

Policy Date	Policy Version	Approved By	Comments