



Beach Haven Birkdale Residents Association

Social Media Policy

Effective 1 April 2015

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Introduction

The internet was designed to allow people to communicate with one another and as technology and time has progressed the need for organisations like the BBRA to use Social Media as a way to connect to the communities they serve has only increased.

The BBRA, as a member of the Beach Haven and Birkdale communities, has a presence on a variety of social media platforms. A key part of making social media work for the association is regular interaction with other members of those online communities it itself is a member.

The BBRA encourages free discussion as a way for the community to express itself on all manner of topics but it is important that comments made through the associations social media accounts and pages as well as posts purporting to represent the BBRA are respectful, polite and appropriate.

It is particularly important that the BBRA is seen to be inclusive of the whole community.

Before making any post representing the BBRA it is important to review the post remembering that as soon as it is made public it cannot be withdrawn, if you are in doubt check with another member.

Remember that anything shared via social media is shared with the world not with the local community. This is true for all social sites.

What is covered by this policy

This Social Media Policy applies to employees who use the following:

- Multi-media and social networking websites such as Facebook, Twitter, Google+, Neighbourly, Instagram and Flickr
- Blogs (both as part of the associations web presence and external blogs)
- Wikis such as Wikipedia and any other site where text can be posted

Policy

Ownership of your post

All posts published under the BBRA's social media accounts or through your own account on behalf of the BBRA should be signed off by yourself. This can be achieved simply by adding a hyphen with your name after it to every post you make.

Any posts made through one of the BBRA's social media accounts may be removed or edited at the discretion of the BBRA.

If you have an opinion on an issue please post this under your own account without reference to the BBRA.

Respect for others

When posting on behalf of the BBRA or representing the BBRA in a personal post speak respectfully about the association and our current and potential members, community, businesses, community organisations, council and the public. Do not engage in name calling or behaviour that will reflect negatively on the association's reputation.

Inappropriate Behaviour

Always play the post not the person, if someone is trying to engage you with bad behaviour pass the issue over to another member. Bullying is unacceptable in any form, do not hesitate to report people who are bullying you and do not under any circumstances bully others.

Never swear in a post. Not only is it rude but it tends to discredit the point you are trying to make.

Illegal and inappropriate material

When posting on behalf of the BBRA do not share any content which neither you nor the BBRA are legally entitled to share.

This includes material which is protected by trademark and/or copyright as well as contracts and other documents covered by a non-disclosure agreement.

Do not include links to or content in posts which is of an objectionable and/or pornographic nature.

Always check first with the owner before sharing.

Privacy

Honour the privacy rights of our members by seeking their permission before writing about or displaying internal association happenings that might be considered to be a breach of their privacy and confidentiality.

Remember that members and the public may not be happy to have opinions shared during meetings and at association gatherings repeated on the record on social media. Unless you have the express permission of responsible ensure that any reporting on social media is of a general nature and does not mention names of people nor organisations/businesses without their knowledge and/or permission.

Post Accurately

The Association encourages you to write knowledgeably, accurately, and using appropriate professionalism. Despite disclaimers, your internet interaction can result in members of the public forming opinions about the association and its members.

Media Contact

More and more members of the media are sourcing information for and, in some cases whole, stories from social media. If a representative of the media makes contact looking for comment on a current issue or story refer them to the BBRA's official contact to ensure a coordinated response.

Personal Use

Do not use any of the BBRA's social media accounts nor use the BBRA's name nor logos in posts representing you, your company or other organisations you have links to without the permission of the BBRA.