

# **Blonde d'Aquitaine Society of Australia & New Zealand Inc**

## **Communication and Social Media Policy / Code of Conduct 2016**

Communication between BDAQ Members, between Council and Members, and Councillor to Councillor must maintain the highest level of integrity at all times. The advent of electronic communication on private, semi private or social media sites has become an increasingly popular and essential means of communication facilitating real time information sharing between individuals or groups of people regardless of distance.

There are great benefits in increased communication but there are problems that can and do arise in the use of technology in this way. Once information is shared online it can be difficult to retract so due care and diligence should be applied to all communications.

Inappropriate use of social media in any form can be harmful and damaging to members and the Association, and may have significant legal implications. The following policy guidelines must be adhered to at all times.

### **AIMS:**

This policy and associated procedural guidelines have been adopted by BDAQ to ensure the integrity of BDAQ is maintained and to protect the rights of Members.

To ensure the conduct of all members, including Councillors committee members, judges, breeders and competitors at all times uphold the BDAQ Members Code of Conduct and conduct themselves in a courteous manner at all times.

The following guidelines apply to all Councillors and BDAQ members in communication by any means including social media platforms.

### **MEMBERS' RESPONSIBILITIES:**

BDAQ Members and BDAQ Councillors must ensure that any information shared with the broader membership, select groups of members or the public must:

- respect the privacy of other members and non member individuals; and
- not publish or broadcast anything that will knowingly bring BDAQ into disrepute; and
- ensure all information disseminated is truthful, honest and presented in such a way as to not be misleading; and
- ensure that all aspects of the BDAQ Constitution and Regulations are adhered to and communicated in true and complete context; and
- ensure that any laws governing privacy and all other matters are adhered to; and
- ensure that social media or any other communication is not used to defame or disrupt the management of the Association as it is undertaken in the manner provided for by the BDAQ Constitution and Regulations
- not publish or disseminate information that is private, confidential or that for which they do not have the consent of the author or the legal right to publish; and
- not publish in any form comments or information that may be confidential, dishonest, malicious, defamatory, threatening or slanderous in nature; and
- not misuse or make unreasonable use of any access to the membership database and/or the personal information contained therein to privately solicit or incite other members for the purpose of defaming, disrupting or damaging the Association or any individual; and
- always communicate in a courteous and respectful manner;
- report to the BDAQ Secretariat and Council any concerns regarding any inappropriate use of media in matters pertaining to Blonde Cattle, BDAQ or BDAQ members.
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### **COUNCILLORS' RESPONSIBILITIES:**

An addition to the provisions of any policies and procedural guidelines for BDAQ members generally BDAQ Councillors must strictly adhere to the following policies.

- Councillors must not discuss or publish information pertaining to matters concerning the Association unless by the express permission of the Council as documented in the minutes or that which has already been published.
- Councillors must not use their position to promote themselves on private websites, or social media sites (either by use of their own name, avatar or pseudonym)
- Councillors must not use social media for personal political purposes or dissention.
- Councillors or Councillors elect must be mindful of any laws pertaining to the use of position or information whilst a Councillor or at any time after they cease to be a BDAQ Councillor.

### **DISCIPLINARY ACTION:**

Members found to be in breach of any aspect of the Communication and Social Media Policies will be subject to:

- the provisions of disciplinary action as provided for in the BDAQ Constitution and Regulations; and
- the provisions the Act and any laws that may apply to any specific circumstance.