

## **APDA SOCIAL MEDIA POLICY**

Revision 090414

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## 1. **Purpose**

Australian Physie and Dance Association (“APDA”) recognises that online communities should be polite and respectful environments. The appropriate use of social media can contribute to the quality and competence of employees, teachers and members, and in turn increase the productivity and success of APDA.

The APDA Social Media Policy has been developed to provide APDA employees, teachers and members with appropriate standards of use as they engage in conversation or interactions using digital media for official, professional or personal use.

The objective of this Policy is to clearly outline the parameters for social media use by APDA employees, teachers and members, and Associated Clubs of APDA to eliminate the occurrence of mixed brand messages and more importantly messages that are destructive to the overall experience of APDA.

## 2. **Application of the Policy**

The terms and conditions contained in this Policy apply to APDA and Associated Clubs in Australia and overseas.

## 3. **Commencement of the Policy**

This Policy commences 10 April 2014 and may at APDA’s absolute discretion, apply to Associated Clubs who have already commenced relevant social media interactions prior to this date.

## 4. **Definition**

In this Policy:

APDA: means the Australian Physie and Dance Association and includes all employees (whether paid or unpaid), recognised teachers and members.

Associated Clubs: mean any legal entity who are approved by APDA to use the APDA brand and includes all employees (whether paid or unpaid), recognised teachers, members and those who can be reasonably connected to the usual business of APDA.

Social Media: refers to the interaction amongst people in which they create, share, and/or exchange information and ideas in virtual communities and online networks. Social media depends on mobile and web-based technologies to create interactive platforms through which individuals and communities share, co-create, discuss and modify user-generated content. Social-media technologies take on many different forms including, but not limited to social networks, Internet forums, weblogs, social blogs, micro-blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking.

## 5.0 **Policy Statement**

5.1 APDA and Associated Clubs support participation with social media applications such as social networking sites, wikis, blogs, micro-blogs, video and audio sharing sites and message boards that allow people to easily publish, share and discuss content

5.2 Social media provides the APDA and Associated Clubs an opportunity to:

- engage and interact with various members of the physie community;
- promote expertise and achievements; and
- promote competitions and events.

5.3 The following standards apply to the use of social media at any time, when it has a clear and close connection with APDA or any Associated Club will be enforced as and when appropriate:

- APDA and Associated Clubs must always follow current and relevant APDA policies including the Code of Behaviour. The terms of the Club Agreement and other regulations and policies that fall under APDA management apply to the use of social media. Social media users must also comply with the terms of conditions set out by the social media platform in use.
- When using social media on behalf of APDA or an Associated Club, users must stay relevant to the mission, and exclude inappropriate material such as spam, promoting a competitive agenda or irrelevant business matters. All posts relating to APDA or an Associated Club must be truthful and not misleading.
- When wearing the APDA or Associated Club brand outside of work hours, members are demonstrating a connection with APDA and must be aware of how they are representing the association and its values. Images that can spread across the web are a reflection on the brand and thus APDA and Associated Clubs must abide by relevant procedures to respect this. Any status updates, comments, blog entries, hash tags, etc. that mention or reflect on the brand must also abide by this.
- APDA and Associated Clubs must ensure that personal online activities do not interfere with the image of APDA.

5.4 APDA reserves the right to remove, or require an Associated Club to remove, any inappropriate online material that violates this Social Media Policy. APDA and Associated Clubs must not act unlawfully when using social media as this will impact negatively on the brand. APDA and Associated Clubs must not use defamatory language or make defamatory references to the brand, and must also be clear that the personal views shared are theirs, and not necessarily the views of APDA or the Associated Club.

5.5 Any breach of this Social Media Policy may result in the counselling of the person responsible, and further action may be taken such as the termination of employment or membership, depending on the severity of the issue.

Violations of this Social Media Policy may include, but are not limited to, the following prohibited actions:

- defaming or disparaging APDA or an Associated Club (generally or specifically identifying management, members, clubs, employees, suppliers) and its brands;
- posting offensive material that contains comments which may be considered profane, sexist, racist, discriminatory, homophobic, or offensive to a person's religious or other beliefs;
- harassing other employees, teachers and members, associations or other individuals;
- using copyrights, trademarks or other proprietary materials in an infringing manner;
- violating privacy laws and policies or otherwise misusing the proprietary information of APDA or an Associated Club; or violating laws or other ethical standards such as fraud or misrepresentation;
- disclosing confidential information obtained through the usual course of business. APDA and Associated Clubs must not use or post the confidential and proprietary information, or breach any other restrictions on confidentiality or disclosure. Additionally, APDA and Associated Clubs must not disclose proprietary information about customers or suppliers without permission.

## 6. Context

6.1 Use of web 2.0 technologies/social media is increasingly part of everyday online activities.

6.2 This policy should be read and interpreted in conjunction with:

- Code of conduct
- NSW Privacy and Personal Information Protection Act 1998/QLD Information Privacy Act 2009/NT Information Act 2002/TAS Personal Information and Protection Act 2004/SA Information Privacy Principles Instruction/VIC Information Privacy Act 2000

## 7. **Responsibilities and Delegations**

APDA and Associated Clubs management and teachers are required to ensure this policy is understood by everyone reasonably under their area of control.

## 8. **Monitoring, Evaluation and Reporting Requirements**

8.1 APDA and Associated Clubs must each nominate one person to be responsible for monitoring and evaluating the effectiveness of this Social Media Policy.

8.2 As stated in 5.5, APDA and Associated Clubs reserve the right to remove any content with any inappropriate material or posts that violate this Social Media Policy. If a post is unable to be removed upon request, an apologetic follow up post or other action is necessary.

## 9. **Disclaimers**

9.1 All users are personally responsible for their content and are responsible for complying with all laws and regulations and third-party site terms and conditions. APDA and Associated Clubs will not have any liability for an individual's personal use of social media websites.

9.2 APDA and Associated Clubs do not have the responsibility or obligation for monitoring compliance with such laws, regulations or terms and conditions, and any approval by APDA and Associated Clubs of the use of social media sites or monitoring thereof does not constitute a representation that the user is in compliance with these requirements.

9.3 APDA reserves the right to retain ownership of any social media account and the content thereon in which the username or profile name includes the name of APDA or an Associated Club or similar.

## 10. **Variations**

Technology is constantly changing and evolving, and accordingly the Social Media Policy is subject to modification at any time. APDA *reserves the right to vary, replace or terminate this Social Media Policy from time to time.*

## 11. **Social Media Recommendations**

11.1 When implemented correctly, social media can become a powerful marketing tool for businesses. Over 50% of Australians are active on Facebook, and given this huge audience the APDA message must be concentrated and coordinated. This is a great opportunity to reach as many people as possible with APDA and Associated Club information and positioning.

11.2 A company Facebook page allows Australian's to view APDA content and interact with the brand at all times. The central APDA Facebook page further cements a unified brand identity and consistency, and the APDA resources and message can instantly reach thousands of consumers.

If Associated Clubs wish to leverage off the APDA brand's company page prior approval must be given by the ADPA Social Media Manager. When creating an individual club page or social media account, APDA recommends the following guiding principles:

- Try to follow the standard of content creation and interaction presented on the APDA company page. Messages presented online must be consistent with the

brand. This is helpful to perpetuate an online culture for the brand but also encourage positive public interaction.

- Regular participation with the social media account is recommended to maintain user interest and to create a tangible culture. Regular information updates will increase the fan-base and large scale information will help develop the brand. It is recommended to have no more than two posts per week.
- Get members and their friends to sign up to the APDA and Associated Clubs' social media pages.
- So to reach a larger audience, posts should use a conversational tone and 'plain English', which is easier to read with clearer sentences. Punctuation should be accurate and ensure shorter sentences for posts. Exclamation marks should be used in opening and closing posts or comments. While followers will often abbreviate, it is best for business pages to avoid this so to best to maintain an accessible tone for older/less Facebook experienced users.
- Adapt the social media account to the Associated Club's local market and inject a little fun into the page but ensure that posts never deviate from proper spelling, grammar or punctuation.
- Use high quality images when uploading. High-resolution photography can be downloaded from the central APDA page.
- Posts should be interactive, inviting dialogue and user to write comments or 'share' posts. Owners of the social media account should be aware of the benefits in staying on top of replying to the questions and inquiries of users. Always respond to fans - responding to a fan in a timely fashion increases loyalty.
- Post about relevant information on the Associated Club page. An active fan will become your strongest advocate.

11.3 It is inevitable that the social media accounts of any business will occasionally receive negative feedback from fans. It is important to deal with this feedback through the appropriate process:

- Responses to complaints and negative feedback must always be positive or at least neutral. Open with apology or regretful tone, then proceed to clearly advise user on appropriate contact or course of action within 48 hours.
- Use complainants name to ensure that response is personable and does not appear to be dismissive.
- The response is most probably visible to the public or can easily be shared. Every interaction is an extension of APDA and Associated Club's brand. As such, regardless of how vindictive or outraged the complainant may be, you must adhere to the above points.
- Complaints that are left unanswered damage the social presence of the business by encouraging other fans to join in. It is also a complete failure of customer service – a quick response would have a much better chance of retaining the customer.

## 12. **Policy Version and Revision Information**

Policy Authorised by:

Title:

Policy Maintained by:

Title:

Original Issue:

Current Version:

Review Date:

13. **Participant Acknowledgement**

I acknowledge as the authorised person from my Club:

- (1) Receiving the APDA Social Media Policy;
- (2) That we will comply with the Social Media Policy; and
- (3) That there may be disciplinary consequences if we fail to comply with the Social Media Policy, which may result in the termination of our APDA Membership.

Your Name:

Associated Club:

Signed:

Date: