

Nissan Patrol Club of South Australia (NPCSA)

FACEBOOK - Social Media Policy

September 2014

1 PURPOSE

- 1.1 The purpose of the Nissan Patrol Club of South Australia Facebook page (to be referred to as 'the page') is to gain exposure to potential new members as well as sharing content, news and events with members, family and friends of NPCSA.

2 THE PAGE

- 2.1 The page will be known as the 'Nissan Patrol Club of SA'.
- 2.2 The page will contain content relevant to club members, family members and friends of NPCSA members as well as that of interested persons keen to join NPCSA.
- 2.3 The page will be updated on an adhoc basis by appointed Administrators.
- 2.4 The page is designed to be a complimentary to, and not replace, the official website of NPCSA, known as www.nissanpatrolcubsa.org
- 2.5 The page will contain contact information, including address and contact telephone number, consistent to that of the NPCSA website.

3 ADMINISTRATION of THE PAGE

- 3.1 The page will be administered by no less than three people (Administrators), consisting of NPCSA committee members or club members (as appointed by the NPCSA General Committee).
- 3.2 Persons nominated as Administrators will need to be voted in by the NPCSA Committee and noted in relevant Club Meeting Minutes.
- 3.3 No person shall be appointed to the position of Administrator without the unanimous consent of the NPCSA Committee.

3.4 Administration rights allow the Administrators to create CONTENT as outlined in Section 4.

3.5 An Administrator can elect to withdraw from the role at any time by advising the NPCSA Committee in writing.

4 CONTENT

4.1 The page is designed to have a mixed level of content which may include:

- Invitations to attend upcoming General Meetings
- Calendar of upcoming events and trips
- Photographs vehicles and persons on club trips
- Videos clips of vehicles persons on club trips
- Club member biographies
- Club member Rig photos

4.2 Posts, photographs and videos can be added in real time making the content more meaningful for anyone following the page.

4.3 Members of NPCSA can elect to opt out from any content containing images or information about themselves, their vehicles, or any information that can be considered sensitive by that member (such as registration numbers etc).

4.4 The Administrators will not post any content involving minors (persons under the age of 18) without the prior consent of their responsible adult.

4.5 The Administrators will maintain the integrity of the NPCSA and its members by ensuring all shared content, including posts, photographs and videos meet any local rules and regulations, including but not restricted to local and national road rules, access to public and private land, or alike.

4.6 The Administrators will maintain a NPCSA member Content Register containing their permissions and authorisations of allowable content, as outlined in 5.0.

4.7 The page Administrators will responsibly manage its content, which will include posts, photographs and videos, events and invitations, taking into consideration the members instructions outlined in 4.3 to 4.6 inclusive.

4.8 Administrators will also be responsible for reviewing and managing posts and comments made by followers of the page.

4.9 The Administrators will be responsible for determining the appropriateness of comments and posts by followers and has the ability to respond, remove or delete these as deemed appropriate by the Administrators and in the best interests of NPCSA.

- 4.10 The Administrators will be duly authorised to 'block' any users who post inappropriate content on the page, preventing them from doing so in the future.
- 4.11 It is also intended that NPCSA will 'Like' relevant Facebook pages from other interest groups and businesses as a means of sharing their content. By doing so, NPCSA will gain exposure to a greater audience of Facebook users.

5 MEMBER CONTENT REGISTER

- 5.1 A Member Content Register (The Register) will be established and maintained by the Administrators with each NPCSA member's content preferences.
- 5.2 The Register will seek the permissions of NPCSA members to use photographs, videos, names or any information considered sensitive to the member.
- 5.3 Where a NPCSA membership covers more than one person, a Content Registration form can be completed to cover both persons, or provided separately based on individual members permission preferences.
- 5.4 The Register permissions will cover any minors in the custodianship of NPCSA members.
- 5.5 NPCSA members can elect to give permission for some, all or no content to be used on the page.
- 5.6 A member's decision regarding their content permissions has no impact on their membership status with NPCSA.
- 5.7 NPCSA members can change their content permissions at any time by advising the Club Secretary in writing by completing a new Member Content Registration form.
- 5.8 A Member Content Register form will be obtained from any new NPCSA member upon formal acceptance of their membership.
- 5.9 The Content Register will be updated annually by all club members with the assistance of the Club Secretary.

6 NPCSA VISITORS (Non-members)

- 6.1 The Administrators must seek the verbal permission of any NPCSA Visitors before using content containing their name, image or alike.
- 6.2 Verbal consent must be obtained by the Administrator for every content use involving NPCSA visitors.
- 6.3 Upon formal membership to NPCSA, visitors will be required to complete a Member Consent Register form as set out in Sections 5.1 to 5.9 inclusive.

7 BREACH OF POLICY

- 7.1 If any breach of the policy is observed, an Administrator must bring this to the attention of the NPCSA Committee.
- 7.2 Failure to comply with the policy may result in the Administrator being removed from said position.
- 7.3 If any Administrator breaks the law whilst performing their administration role, the Administrator may be held personally liable

8 REVIEW PERIOD

- 8.1 It is proposed that the page be established and reviewed at monthly committee meetings.
- 8.2 Administrators will be responsible for providing an update to the committee with regards to recent content, shared content, new likes and membership enquiries.
- 8.3 A formal review will be conducted in January 2015 with a report provided to the committee meeting in February 2015.
- 8.4 During the January 2015 review, feedback will be sought from all committee members seeking their recommendations to any changes or improvements to the page or its Administrators.
- 8.5 A formal review process will be administered annually in the month following the AGM.