



SOP 21 - Club Social Media Policy

May 2014

1 Introduction

The purpose of this document is to define the Military Brotherhood MMC (MBMMC) Social Media Policy for the Club nationally.

The MBMMC Media Policy must be used in conjunction with the MBMMC Constitution.

1.1 Definitions

Social media refers to interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.

Social media offers a tool for the MBMMC to inform members and the general community on what is happening in the Club and other activities.

Social Media may include (although is not limited to):

- social networking sites (eg Facebook, Google+, LinkedIn, Bebo).
- video and photo sharing sites (eg Flickr, YouTube, Instagram).
- blogs, including corporate and personal blogs, as well as blogs hosted by media outlets (eg 'comments' or 'your say' feature on dailytelegraph.com.au).
- micro-blogging (eg Twitter, Yammer).
- wikis and online collaborations (eg Wikipedia).
- forums, groups, discussion and bulletin boards (eg Google groups, union forums).
- vodcasting and podcasting (eg YouTube, Vemo, iTunes).
- virtual worlds (eg Second Life).
- instant messaging (including SMS, MMS, Facebook Messenger, iMessage)
- geo-spatial tagging (Foursquare, Facebook, Google Places).
- review sites.
- collaborative e-learning sites and technologies, (eg Moodle, Adobe Connect, Blackboard Eluminate).

1.2 Accountabilities

The Club President or his/her nominated representative is accountable for the implementation of this policy.

The Club President must periodically review the Policy to ensure that it aligns with relevant Club policies and State and Federal legislation and that related guidelines are relevant and up to date.

The Club President will regularly inform of any changes to the policy.

Each Sub Branch President is accountable for what a member (Service or Sierra Squad) of his Sub Branch places on social media and which is deemed to be inappropriate.

Each Sub Branch President then has an obligation to the Club to ensure removal of such inappropriate material.

2 Legal and Policy framework

This policy and all associated procedures are supported by the following policy and legislative framework:

- Club Constitution
- Privacy Act (All States and Levels).
- Criminal Codes (All States and Levels).

3 Policy Principles

The objective of this policy is to define the operation of social media within the Club at a National level.

The behaviour of members using an official Club social media platform that carries the Club logo or name at a National level is defined by the Club Constitution.

The personal use of social media where members identify an affiliation with or comment upon the Club, its members, or activities online is defined and regulated by the provisions of the Club Constitution.

The MBMMC is a non-political organisation and comments by members of the Club on past, current or future political issues while representing themselves as a member of the MBMMC are not to be included in any form of social media.

3.1 Operational use of social media

The social media function can be an integral part of Club operations. Its goals are to:

- give the Club members information.
- inform the public about Club events.
- enhance the effectiveness of Club awareness of its activities

4 Responsibilities

All members are to be familiar with and must comply with this policy, and all relevant provisions as documented in the Club Constitution.

Members must not be abusive, show disrespect to another member or the Club, nor be disrespectful to any other motorcycle club or member of the public, while using social media.

The provisions of the Club Constitution must be adhered to at all times when members use any form of social media where the Club is referred to, or Club regalia, logos or titles are used.

5 Establishment of Sites

All social media sites that carry the Club logo and are administered by Club members are affected by this policy. Such sites represent the Club and are bound by the Constitution affecting the Club.

6 Facebook

Sub Branch Facebook pages are to have no less than three (3) Administrators. These are to be three (3) members of the Sub Branch being made up of Service Members and Sierra Squad Members and are to be responsible to the Sub Branch President for:

- Regularly monitoring the content of the site,
- Advising the Sub Branch Executive of any perceived inappropriate text or graphics that has been uploaded,
- Removing any inappropriate text or graphics once the Executive has been advised.

The profile picture and page profile information are to incorporate the MBMMC logo. These are to be in the format established in the Constitution of the MBMMC.

7 Twitter

Any Club member can establish a Twitter account and is responsible for its content as per the Club Constitution.

8 You Tube

The Club does not discriminate in regards to the use of You Tube. Any video demonstrating Club objectives and activities in a positive way are approved for use on You Tube. Any Club member can upload Club content to You Tube but is responsible to:

- his/her Sub Branch Executive or
- NATHQ if a lone rider

for its content as per the Club Constitution.

9 Other Social Media

Club members may establish additional social media platforms where these are determined to be in the Club interest and are able to be adequately supported.

Members are not to establish any other form of social media without the written permission of NATHQ.

10 Nomenclature and Identifiers

All sites are to be named using a set convention as specified:

- Sub Branch name, followed by
- Military Brotherhood MMC

One example is: NATHQ Sub Branch, Military Brotherhood MMC
Second example is: TOWNSVILLE Sub Branch, Military Brotherhood MMC.
Third example is: CANBERRA Sub Branch, Military Brotherhood MMC.

11 Management of Sites

All sites are to be managed by nominated members of the relevant Sub Branch. The relevant Sub Branch Executive shall be responsible for overall content of the site.

12 Disestablishing a Site

Before disestablishing a social media site, the member responsible for the site should email the intention to cease the site to his/her Sub Branch Executive or NATHQ if a lone rider.

13 Further advice

Further advice on this policy should be referred to the NATEXEC, NATHQ, MBMMC

MBMMC