



SOCIAL MEDIA

BY-LAW NO. 22

Background

Social Media has become an integral part of day to day communication for individuals as well as businesses and Clubs.

Social Media is defined as the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks.

Social Media may include but is not limited to magazines, Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Technologies include blogging, picture-sharing, blogs, wall-posting, music-sharing, crowdsourcing and voice over IP.

Its ability to capture community sentiment and shape opinions is driven by its dynamic and immediate nature.

What constitutes ethical behaviour can be somewhat ambiguous when engaging in social forums, however S&DODC believes its Members should uphold the highest ethical standards displaying respect, honesty and integrity.

This Social Media Code of Conduct aims to provide guidelines on best practice behaviour when using social media.

1. Guidelines

- Abide by S&DODC Constitution, By laws and other applicable regulations & laws
- Be reasonable and respectful – do not post malicious, misleading or unfair content in relation to S&DODC, Members or Members of other ANKC affiliated bodies or indeed of Members' dogs.
- Be accurate – any comment posted as fact should be able to be substantiated
- Act in manner that is consistent with good community expectations

The same values that apply in the real world also apply in the virtual world and in social media exchanges.

Despite the seemingly unregulated nature of social media, the law is applicable to online content. Postings online (and similarly in email or text messages) are subject to the law in areas such as defamation, racial discrimination, intimidation and bullying.

2. Breach of the Social Media Code of Conduct

S&DODC continually monitors activity in relation to the organisation and its Members.

S&DODC takes compliance with this By-Law seriously. Where Members believe that behaviour is in breach of our Rules or Codes and is reported, the disciplinary process may be initiated by S&DODC. Where proven, either formal warnings or other penalties may apply or if it is of a serious nature the offending Member may be considered liable under the law