



FELINE CONTROL COUNCIL OF QUEENSLAND Inc

SOCIAL MEDIA POLICY AND GUIDELINES

This Policy has a commencement date of 1 Jan 2017

Purpose

This Policy is intended to provide members and volunteers of the Feline Control Council of Qld Inc with clarity on the constructive and appropriate use of social media platforms to achieve the Feline Control Council of Qld Inc's objective of promoting in every way, the standing and improvement of purebred cats in the wider Queensland community.

What is Social Media?

'Social Media' is online media that allows for interaction and/or participation. It is any conversation or activity that occurs online where people can share information about, or that that might impact on the Feline Control Council of Qld Inc, its members or members of any Affiliated bodies who use our services or participate in the events run by our organisation or any of our Affiliated bodies. It includes, but is not limited to:

- Social networking sites – for example Facebook, Twitter, MySpace, Pinterest, LinkedIn;
- Video and photo sharing websites and applications – for example Flickr, Instagram, YouTube, Tumblr;
- Blogs, including corporate blogs and personal blogs – for example SharePoint;
- Blogs hosted by media outlets – for example comments or 'your say' feature;
- Micro-blogging – for example Twitter;
- Wiki's and online collaborations – for example Wikipedia;
- Forums, discussion boards and groups – for example Google Groups, Facebook Groups, Whirlpool;
- VOD and podcasting – for example SoundCloud;

Who does this Policy apply to? This Social Media policy applies to all members, volunteers and exhibitors of the Feline Control Council of Qld Inc.



FELINE CONTROL COUNCIL OF QUEENSLAND Inc

GUIDING PRINCIPLES

Whenever the Feline Control Council of Qld Inc members, volunteers and exhibitors are interacting on Social Media, whether in an official or personal capacity, the following guiding principles must be followed at all times in any interaction concerning the feline community:

- They are required to abide by the Constitution and Rules of the Feline Control Council of Qld Inc including the Code of Ethics;
- They must act in a way which falls within the community expectations of good and appropriate manners;
- They must be polite and respectful to the Feline Control Council of Qld Inc, its members, its affiliates of and any other related parties, including judges.
- They must not criticise, disparage or make derogatory or negative comments about the Feline Control Council of Qld Inc, its members or affiliates, or any domestic or international judges, either expressly or implicitly;
- They must respond to others' opinions respectfully and professionally;
- They must not harass, bully or intimidate, nor will they create a perception of harassment, bullying or intimidation towards any person or organisation;
- They must not make negative or adverse comments about any person regarding the exhibits of another exhibitor or member of the Feline Control Council of Qld Inc or any of its affiliates, or create such comment that would be perceived as being derogatory or negative against exhibits of another member of the Feline Control Council of Qld Inc or any of its affiliates;
- They must not utilise abusive, profane, obscene or sexually explicit language or material;
- They must obtain written permission from the Feline Control Council of Qld Inc before posting any content on any Social Media platform or using any I.T. service to make statements or comments on behalf of the Feline Control Council of Qld Inc or otherwise which may be construed to be attributed to the Feline Control Council of Qld Inc or using the Feline Control Council of Qld Inc logo.
- **They must obtain written permission from any member of the Feline Control Council of Qld or any visiting judge whose photo or video they plan to publish on social media. Request and permission may be via email.**
- **No photos, videos, or results shall be posted until the conclusion of show.**



FELINE CONTROL COUNCIL OF QUEENSLAND Inc

The Feline Control Council (Queensland) Ltd Constitution and Rules includes prohibitions on the engaging of various forms of conduct by the Feline Control Council of Qld Inc members. Member or exhibitor at a show must not engage in any conduct that could reasonably be considered to be:

- . (1) Dishonest, malicious, vexatious, scandalous or contrary to law;
- . (2) Discreditable to the member concerned or any other member;
- . (3) Prejudicial or injurious or tending to prejudice or injure any person interested in feline affairs;
- . (4) Prejudicial or injurious or tending to prejudice or injure the interests, image or standing of the Feline Control Council (Queensland) Ltd; or
- . (5) Contrary to the spirit and intent of the Constitution, Rules and Code of Ethics or any other code, resolution policy or direction of the Feline Control Council (Queensland) Ltd or any Committee.

The Constitution and Rules also contains a prohibition on members conducting themselves in such a way as to bring the Feline Control Council of Qld Inc into discredit or to bring themselves as a breeder, owner, exhibitor or member into discredit.

Policy Non-Compliance

Misuse of Social Media can have serious consequences for the Feline Control Council of Qld Inc, its volunteers and members. All reports of misuse of any I.T. service or Social Media by the Feline Control Council of Qld Inc members will be investigated.

If you do not comply with the Policy, disciplinary action will be taken. Disciplinary action may include:

- (1) Referral of the matter to a Management Committee of the Feline Control Council of Qld Inc; and/or (2) Information being provided to the Queensland Police Service.

Other disciplinary action that may be taken includes, but is not limited to, issuing a formal warning and suspension of membership from the Feline Control Council of Qld Inc.

Reporting of Policy Non-Compliance

The Feline Control Council of Qld Inc has a formal Complaints Procedure which must be followed in relation to the reporting of any misuse of I.T. services or Social Media. The applicable Rules dealing with the Feline Control Council of Qld Inc Complaints Procedure must be followed, including the payment of the required complaint fee. Any queries regarding the complaints procedures or investigative powers can be directed to the secretary of the Feline Control Council of Qld Inc or found in the Feline Control Council (Queensland) Ltd Rules.