MPA POLICY ON SOCIAL MEDIA USE

Social media provides an excellent opportunity for people to gather in online communities of shared interest, to share knowledge, celebrate success and to learn more about our community. MPA agrees that social media is an important tool of engagement.

DEFINITION:

'Social Media' is media that allows for interaction and/or participation online via the internet. It is any conversation or activity that occurs online where people can share information about, or that might impact on MPA.

Social Media includes, but is not limited to:

- Social networking sites – for example Facebook, Twitter, MySpace, Bebo, Friendster, 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, Yahoo Groups, Facebook Groups, Whirlpool;
- VOD and podcasting – for example SoundCloud;

Whenever MPA members or employees 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 our Association:

- They must act in a way which falls within the community expectations of good and appropriate manners.
- They must be polite and respectful to MPA members, employees and volunteers and members of other local community organisations.
- They must not criticise, disparage or make derogatory or negative comments about MPA Inc 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 utilise abusive, profane, obscene or sexually explicit language or material;
- They must obtain written permission from MPA Inc before posting any content on any Social Media platform or using any I.T. service to make statements or comments on behalf of MPA Inc or otherwise which may be construed to be attributed to MPA Inc or using the MPA Inc logo.

- They need to adhere to the Terms of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- They need to respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.
- They must obtain written permission from any member of MPA whose photo or video they plan to publish on social media. Request and permission may be via email.