

Section 12: Code of Conduct Social Media

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12.1 Background

- Social media has become an integral part of day to day communication for individuals as well as businesses.
- 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, vlogs, 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 Dogs NT 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.

12.2: Guidelines

- Abide by Dogs NT rules and regulations.
 - Be reasonable and respectful - do not post malicious, misleading or unfair content in relation
 - to Dogs NT or its affiliates, Dogs NT staff, Dogs NT members or members of other ANKC affiliated bodies
- Be accurate - any comment posted as fact should be able to be substantiated
- Act in a 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 still pertains online. Postings online (and similarly in email or text messages) are subject to the law in areas such as defamation, racial discrimination, intimidation and bullying.

12.3: Breach of the Social Media Code of Conduct

- Dogs NT continually monitors activity in relation to the organisation and its members.
- Dogs NT takes compliance with this policy seriously. Detected breaches of the policy should be reported to Dogs NT for investigation.
- A breach of this Code may result in disciplinary action which could result in, but is not limited to, the issuing of a formal warning or suspension.
- Particularly serious matters may be referred for legal opinion or to Police.

12.4: Consultation or advice

- This policy has been developed to provide guidance for Dogs NT members.
- Any members who are unsure of their rights, liabilities or actions online and seek clarification should contact Dogs NT Secretary or the Dogs NT Administrator in writing.