

SOCIAL MEDIA POLICY

Member Use of Social Media

Grafton Jacaranda Festival Inc. expects its employees and members to maintain a professional standard of behaviour when using Social Media for both festival and personal purposes. This policy applies to all employees and members of Grafton Jacaranda Festival Inc. who perform duties such as:

- Maintaining a profile page for Grafton Jacaranda Festival Inc. on any social or business networking site (including, but not limited to LinkedIn, Facebook, MySpace, Bebo, Instagram and Twitter)
- Making comments on such networking sites for and on behalf of Grafton Jacaranda Festival Inc.
- Writing or contributing to a blog and/or commenting on other people's or business' blog posts for and on behalf of Grafton Jacaranda Festival Inc.
- Posting comments for and on behalf of Grafton Jacaranda Festival Inc. on any public and/or private web-based forums or message boards or other internet sites.

No employee or volunteer member of Grafton Jacaranda Festival Inc. is to engage in Social Media as a representative for or on behalf of Grafton Jacaranda Festival Inc. unless they first obtain the written permission of Grafton Jacaranda Festival Inc. If any employee or member of Grafton Jacaranda Festival Inc. is directed to contribute to or participate in any form of Social Media related work, they are to act in a professional manner at all times and in the best interests of Grafton Jacaranda Festival Inc. All employees or members of Grafton Jacaranda Festival Inc. must ensure they do not communicate any:

- Confidential Information relating to Grafton Jacaranda Festival Inc. or its clients, business partners or suppliers
- Material that violates the privacy or publicity rights of another party; and/or
- Information, (regardless of whether confidential or public knowledge), about clients, business partners or suppliers of Grafton Jacaranda Festival Inc. without their prior authorisation or approval to do so; on any social or business networking sites, web-based forums or message boards, or other internet sites. Confidential Information includes any information in any form relating to Grafton Jacaranda Festival Inc. and related bodies, clients or businesses, which is not in the public domain.

Grafton Jacaranda Festival Inc. acknowledges its employees and members have the right to contribute content to public communications on websites, blogs and business or social networking sites not operated by Grafton Jacaranda Festival Inc. However, inappropriate behaviour on such sites has the potential to cause damage to Grafton Jacaranda Festival Inc. as well as its employees, members, clients, business partners and/or suppliers. For this reason, all employees and members of Grafton Jacaranda Festival Inc. must agree to not publish any material, in any form, which identifies them as being associated with Grafton Jacaranda Festival Inc. or its clients, business partners or suppliers.

All employees and members of The Grafton Jacaranda Festival Inc. must also refrain from posting, sending, forwarding or using, in any way, any inappropriate material including but not limited to material which:

- Is intended to (or could) cause insult, offence, intimidation or humiliation to Grafton Jacaranda Festival Inc. its clients, business partners or suppliers
- Is defamatory or could adversely affect the image, reputation, viability or profitability of Grafton Jacaranda Festival Inc. its clients, business partners or suppliers
- Contains any confidential information relating to Grafton Jacaranda Festival Inc., its clients, business partners or suppliers.

All employees and members of Grafton Jacaranda Festival Inc. must comply with this policy. Any breach of this policy will be treated as a serious matter and may result in disciplinary action including termination of employment or the termination of membership. Other disciplinary action that may be taken includes, but is not limited to, issuing a formal warning, directing people to attend mandatory training, suspension from the workplace and/or permanently or temporarily denying access to all or part of Grafton Jacaranda Festival Inc.'s computer network.

For the purposes of this policy, the following definitions apply:

Social Media includes all internet-based publishing technologies. Most forms of Social Media are interactive, allowing authors, readers and publishers to connect and interact with one another. The published material can often be accessed by anyone. Forms of Social Media include, but are not limited to, social or business networking sites (i.e. Facebook, LinkedIn), video and/or photo sharing websites (i.e. YouTube, Instagram), business/corporate and personal blogs, micro-blogs (i.e. Twitter), chat rooms and forums.