

Social Media Policy

Introduction

Social media is an increasingly popular communication forum for individuals, community groups and business enterprises to exchange views, inform debate, share information, motivate discussion, encourage participation and find agreement. A growing number of organisations are successfully using social media to build reputation, brand awareness and community engagement. As the Government recognised fully independent peak body representing the interests of recreational marine fishers in Tasmania providing an opportunity for the broadest cross section of the fishing community to participate in discussion, events and promotion of our industry and recreation is important.

Social media is defined as all online media which allows the user to participate and interact, including but not limited to: Social Networking Sites, Video and Photo Sharing Sites, Blogs and Blogging Platforms, Forums, Discussions Boards and Groups, Instant Messaging, Vodcasting, Podcasting and any other web platforms that allow individual users or companies to use simple publishing tools.

This policy sets out a framework from which to enable broader and more frequent engagement with the recreational marine fishing community, whose interests we look after. As an overarching principle making available, as opposed to restricting, opportunity to engage with TARFish is the primary goal across all communication platforms

Opportunities

Promotion and information service for relevant recreational fishing community events, fishing club news and fishing competitions including points of contact for further information etc.

Links to related pages, including but not limited to the following:

- Information and research activities on species of particular interest to the recreational fishing sector including bream, yellowtail kingfish, snapper, flathead, salmon, tuna, crayfish, abalone, swordfish etc.
- Environmental issues that have the potential to have an impact on recreational fishing
- Proposed Legislative/Management Plan changes that may impact on the sector
- Future Leaders information and events.
- Relevant Grant Funding programs that may be available for recreational fishing opportunities
- Publicly available conferences and workshops that may be of interest to the recreational fishing sector

Management

Initiating broad engagement across one or more social media platforms will require effective management to ensure appropriate engagement is maintained and expanded with recreational marine fishers.

Social media posts by TARFish will adhere to the following parameters, brand protection, age appropriate, gender neutral, acceptable language and content boundaries and open and engaging. Public responses to TARFish posts will be monitored and any that are considered inappropriate will be managed accordingly.

This policy also sets out the framework that all employees and Committee Members need to be aware of and their responsibilities and obligations with regard to the use of social media. This policy equally applies to TARFish Committee Members, Employees and the TARFish Chair.

- The CEO and the TARFish Chair are the only people who have the authority to respond to social media posts on behalf of TARFish. Committee Members are not to imply that they are authorised to speak on behalf of TARFish.
- If Committee Members choose to make reference to TARFish, it is their responsibility to make it clear that the comments are their own and not that of the association.
- Committee Members are to act in a way that does not damage the reputation or commercial interests of TARFish.
- Committee Members are responsible for ensuring that if they do refer to TARFish, the information they provide is factual and accurate.
- If mentioning TARFish, Committee Members are to make clear the difference between fact and personal opinion.
- Committee Members are not to post material which is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity.
- Committee Members are to respect copyright, privacy, financial disclosure and other applicable laws in the use of social media.
- Committee Members are to adhere to the terms of use relevant to social media platforms.
- Committee Members should always be polite and respectful in their social media activities. Committee Members should understand that even if they do not identify themselves as a TARFish Committee Member, they could still be recognised as such.
- Committee Members should not rely on a social media sites security setting to guarantee their privacy as material can still be copied and reproduced elsewhere.
- Questions/comments posted to TARFish social media platforms by political parties, political party executives and political aspirants will be asked to put their questions/comments in normally accepted business communication tools included official letters and email and will be responded to accordingly.
- Potential breaches of this policy will be investigated by the TARFish Chair. If a Committee Member or Employee is found to have breached the policy disciplinary action will be taken. Any potential breaches by the TARFish Chair will be investigated by the TARFish Executive Committee.