

Social Media Policy For The AOTS (As One That Serves)

Version Number: 1

Date: December 04, 2009

1. Purpose

This document establishes a policy for members and the executive of the AOTS use of social media. It is written for our mutual protection.

Rather than telling you what we think you should do, where possible we've reduced this policy to as short a list as possible of the things that you mustn't do. We've tried to give you some guiding principles. Please read them and understand them, and you'll be able to make your own decisions about what you should do in a new situation.

2. Applicability

This Policy applies to all AOTS (As One That Serves) members and National members of the National Executive. It also applies to contractors engaged in social media on behalf of AOTS (As One That Serves) as part of their duties.

3. Background

AOTS (As One That Serves) encourages the use of social media technologies to enhance communication, collaboration, and information exchange in support of AOTS (As One That Serves) mission.

The use of social media technology follows the same standards of professional practice and conduct associated with everything else we do. Common sense and sound judgment should help us avoid the most vexing issues.

4. Definitions

"Social media" and "Web 2.0" are umbrella terms that encompass the various activities that integrate technology, social interaction, and content creation.

Social media use many technologies and forms, such as blogs, wikis, photo and video sharing, podcasts, social networking, mashups, and virtual worlds. <This will need to be updated as new technologies become available.>

5. Personal social media space

If you have a personal Blog or other publicly accessible online presence you must make The AOTS (As One That Serves) National Council aware of this and use a disclaimer that all the opinions expressed are yours and in no way are associated with AOTS (As One That Serves).

6. Ownership of social media information

Any social media services, such as Facebook, Twitter, Social Bookmarks, YouTube accounts and any other social media services that were created to promote, advertise or create an online presence, will remain the property of AOTS (As One That Serves).

8. Information that cannot be published

Include confidential information about the organisation, personal comments about any individuals etc. Where possible, voice the concerns of the organisation as opposed to your own. If in doubt consult a a member of the National Executive.