



# Victorian Four Wheel Drive Club Inc.

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## COMMUNICATION POLICY

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### Our commitment

Electronic communication is essential for sharing club news and information with our members. Our communication will be timely, appropriate and related to club business.

### What we will do

We use a range of electronic tools to communicate with our members.

Our communication policy will protect members' privacy in accordance with the club's [privacy policy \(refer to separate document\)](#), maintain clear boundaries and ensure that bullying and harassment does not occur.

A web manager will be appointed to provide accountability and control over material published on our club's website, email and any related discussion groups or social media websites, such as Facebook, YouTube or Twitter.

### Email

- Email is the official means of communicating information to club members.
- An "all members" email mailing list will be used by the club committee to distribute information and notices to the club members.
- Club members may also use the "all members" mailing list to communicate with all club members. The use of the mailing list is subject to the social media section outlined below and the club's [privacy policy \(refer to separate document\)](#).

### Website

- Our website will include current information on events, committees, rules and by-laws.
- It will include the latest edition of the club magazine available to members and the public to download.
- No offensive content or photos will be published.
- By attending club events members and guests understand that photos taken of members, guests, children, vehicles and camping equipment may be used on the website. Any member may request that any photo of them, their family or their property be removed from the website by emailing the web manager or club committee.
- We will seek feedback from members to improve the information available on the site.
- Photos of vehicles used on the website will have their registration plates masked or obscured.

## SMS

Committee members and trip leaders may use SMS to provide information about club business, however:

- SMS messages should be short and about club/team matters.

## Social media

Club branded social media sites and services will be managed, maintained and moderated by the web manager and other committee members.

- We treat all club social media postings, blogs, status updates and tweets as public 'comment'.
- Postings (written, photos or videos) will be family-friendly and feature positive club news, events and related interests.
- No personal information about our members will be disclosed.
- No statements will be made that are misleading, false or likely to injure a person's reputation.
- No statements will be made that might bring our club into disrepute.
- Abusive, discriminatory, intimidating or offensive statements will not be tolerated. Offending posts will be removed and those responsible will be subject to disciplinary action.

## What we ask you to do

We expect our members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites connected to the club.

Electronic communication:

- should be restricted to club matters
- must not offend, intimidate, humiliate or bully another person
- must not be misleading, false or injure the reputation of another person
- should respect and maintain the privacy of members
- must not bring the club into disrepute
- posts must not contain, nor link to pornographic or indecent content
- all materials published or used must respect the copyright of third parties

## Non-compliance

Members may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member, as outlined in our [club rules \(refer to separate document\)](#).

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, members who publish false or misleading comments about another person in the public domain (e.g. Facebook, YouTube or Twitter) may be liable for defamation.

## Scope

This policy covers all forms of electronic communications and social media. Electronic communications and social media includes, but is not limited to:

- SMS and emails
- Websites
- Maintaining a profile page on social or business networking sites e.g. LinkedIn, Facebook, Shutterfly, Skype or MySpace.
- Micro-blogging sites e.g. Twitter
- Content sharing. e.g. Flickr (photo sharing) and YouTube (video sharing).
- Weblogs. e.g. corporate blogs, personal blogs or blogs hosted by traditional media publications.
- Forums and discussion boards. e.g. Whirlpool, Yahoo! Groups or Google Groups.
- Leaving product or service reviews on retailer sites, or customer review sites
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums (message boards)
- Online encyclopedias. e.g. Wikipedia.
- Any other websites
- Reposting content

## Enquiries and complaints

Enquiries and complaints regarding this policy can be sent to [privacy@vfwdc.com](mailto:privacy@vfwdc.com).

## Revision Summary

Version	Date	Editor	Comments
0.1	23/03/2016	Ben Whitworth	Initial draft
0.2	18/04/2016	Ben Whitworth	Draft
0.3	4/05/2016	Ben Whitworth	Draft
0.4	25/08/2016	Ben Whitworth	Format changes, added contact details, added revision table
1.0	26/09/2016	Ben Whitworth	Final