

Guidance for Social Media for District 70 Toastmasters

District 70 Toastmasters recognises the value of Social Media for connecting with members and the public. These are routinely done through separate channels.

District 70 operates two Facebook channels at District Level, as well as MeetUp, in future it may operate further channels. There are also some channels operated at a Division level.

Each channel has moderators who apply the following guidelines, which apply from 1st July 2016.

Why have these channels?

These channels are established to provide:

- For connection of both members and the public with fellow Toastmasters (Facebook, MeetUp and others).
- For promoting upcoming events both to members and the public (Facebook, MeetUp).
- For acknowledging member, Club, Area, Division and District achievements to members (Facebook).
- For sharing of members knowledge and experience both to members and the public (Facebook).
- For presenting the Toastmasters experience to the public (Facebook, MeetUp).

Why a Social Media policy?

District 70 Toastmasters is a corporate entity under Australian Law. We are also bound by Australian and international copyright, trademarks and privacy laws. Therefore it is imperative to have a policy that governs things like the use of Toastmasters images and logos and appropriate behaviour and language on social media.

This is both to protect the Toastmasters International corporate image and also to protect the members using social media as part of their Toastmasters experience.

To also provide a guide for members using the District 70 Toastmasters District and Division social media channels and action for breaches to this policy.

Who does this policy apply to?

This policy applies to anyone using the District 70 Toastmasters District and Division social media channels.

Guidelines for Using the District 70 Toastmasters social media channels

When using the District 70 Toastmasters District and Division social media channels:

Use of appropriate language and topics

Similar to a Toastmasters meeting it is important to know your audience. The diversity of the District 70 Toastmasters social media channels population means that topics and language that may be acceptable in a club environment may not be acceptable in our larger channels.

Privacy of members

Never give out members' private details (e.g. addresses and phone numbers) without their prior consent.

Photographs

Do not post photographs without prior consent. When taking photographs at club meetings or Toastmasters events make it clear to members where photographs will be posted. This will allow members the opportunity to remove themselves from photographs if they don't want them posted.

Criticism of Toastmasters International, District 70 or members

If you have an issue or concern, discuss this with another member. Consider escalating to the appropriate Club or District Leaders via telephone or private email communication. If you chose to post comment on District 70 Toastmasters social media channels the moderators may choose to remove it.

Use of Toastmasters images, logos or copyright material

Always use approved branding. Useful links:

<http://www.toastmasters.org/Footer/Copyright>

<https://www.toastmasters.org/Leadership-Central/Logos-Images-and-Templates>

Please note, you cannot endorse or present any products or services outside of Toastmasters using any Toastmasters social media channel, to do so is a serious breach of the Toastmasters International Policy.

Toastmasters International Values

The Toastmasters International Values are: Integrity, Respect, Service, and Excellence.

Reference: Governing Documents of Toastmasters International Policy 1.1 Mission Statements, Values, and Envisioned Future.

Standards of Conduct

All Toastmasters programs, activities, clubs and members must set the highest ethical requirements, focusing on a standard of excellence that reflects credit on the organization as a whole. Ethics and conduct violations by an individual member, club, area, division, district, or other official group, may subject the offending person or entity to disciplinary action. Reference: Governing Documents of Toastmasters International Policy 3.0 and Protocol 3.0 Ethics and Conduct.

Posting – the Do's and Don'ts

Before posting or commenting on a post, pause and ask yourself:

- Is my post appropriate to Toastmasters International Values?
- Is my post appropriate to the diverse membership of the District 70 Toastmasters social media channels?
- Is my post in-line with the purpose of the District 70 Toastmasters social media channels?
- Is this the best forum for your post?

If you answered yes to all of these questions then, post (check out some other constraints below).

If you are unsure about any of these questions, then discuss with a fellow member, club or district leader privately to get another opinion on whether you should post.

If you answered no to any of these questions, don't post. If you decide to post, be prepared to face any consequences.

Some constraints:

- The social media channels are only for Toastmasters related content.
- For Division or District events, the right to post photos/video/details and any contest winners rests exclusively with that Division Director (for Division events) or with the Senior Leadership Team (for District events). Anyone else should send their photos to the relevant District leader to post.
- Limit yourself to no more than one post per day (you can like/respond to as many primary posts as you want).
- If you are responsible for posting during an event – limit it to one post (i.e. all photos, video and text from the event in one post).
- Checking in, posts will be deleted, they create no value for the group.

Breaches of Guidelines

Minor breaches

If it is reported to a District 70 Senior Leadership Team or the social media channel moderators that a minor breach has occurred on social media, a warning will be issued (via email) from District. The second time a breach occurs in a twelve month period, you may be suspended from the District 70 Toastmasters social media channels for a period of up to six months. Further breaches may result in a permanent suspension from the group.

Major Breaches

If it is decided by District 70 Senior Leadership Team that the breach is serious, this would result in immediate suspension from the District 70 Toastmasters social media channels.

Reporting a Breach of Guidelines

Members wishing to report a breach of guidelines, should forward their concerns to the prm@d70toastmasters.org.au. When reporting a breach please include details of the post.