



ABN 12 001 281 590

AHSA Social Media Code of Conduct

1. Summary

- 1.1. The A.H.S.A. Ltd Social Media Code of Conduct forms part of the A.H.S.A. Rule Book and is required to be strictly adhered to by all Members.
- 1.2. Social media offers the opportunity for people to gather in online communities of shared interest and create, share, or consume content. A.H.S.A. Ltd embraces social media as an important tool of corporate and business engagement and encourages its team members to use social media in a personal capacity as a way to reach out and share with Members and communities, both old and new. With the rapid growth and application of social media, we recognise the need to have a code of conduct to ensure that Members who use social media have guidance as to the A.H.S.A. Ltd's expectations, especially where the social media engagement is about A.H.S.A. Ltd or its employees, Board of Directors and/or other business related events or organisations.
- 1.3. The A.H.S.A. Ltd will not become involved in personal disputes between members or other parties. Where a member wishes the Board of Directors to investigate a possible break of the Regulations, a "Lodgement of Alleged Disputes and Complaints" form must be lodged together with the associated fee.
- 1.4. Members are advised to consult the "Disciplinary Regulations and Table of Penalties" document that forms part for the Society Rules and Regulations.

2. Who does it affect/who needs to know?

- 2.1. All Members of the A.H.S.A. Ltd creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off A.H.S.A. Ltd sites and pages.

3. What is Social Media?

- 3.1. Social media includes all forms of public, web-based communication and expression that bring people together by making it easy to publish content to many audiences.
- 3.2. Below are some common examples of social media. The A.H.S.A. Ltd Social Media Code of Conduct is not, however, limited to these platforms. Rather, it covers all forms of social media, whether existing at the time of this code of conduct's adoption or to be created.

3.3. Social Media Includes:

- Social networking sites (e.g., Facebook, MySpace, Bebo, Friendster, LinkedIn)
- Video and photo sharing websites (e.g., Flickr, YouTube, Instagram)
- Micro-blogging sites (e.g., Twitter)
- Blogs (e.g., corporate blogs, personal blogs, media-hosted blogs)
- Wikis and online collaborations (e.g. Wikipedia)
- Forums and discussion boards (e.g., MacTalk, Whirlpool, Yahoo! Groups, Google Groups)
- Vod and podcasting
- Online multiplayer gaming platforms or 'virtual worlds' (e.g. World of Warcraft, Second life)
- Instant messaging (including SMS/MMS)

4. Referencing the A.H.S.A. Ltd on Social Media

4.1. Members must not defame A.H.S.A. Ltd or its employees, Board of Directors, other business related events or organisations when using any form of social media platform, including via accounts managed personally or via A.H.S.A. Ltd.

4.2. If Members discuss A.H.S.A. Ltd related matters on external social media sites in their personal time they must adhere to the A.H.S.A. Ltd Social Media Code of Conduct.

5. Rules for Appropriate Conduct on Social Media

5.1. Members are personally responsible for the content they publish on blogs, wikis, or any other form of social media. Be mindful that what is published will be public for a long time. Do not post material that is obscene, defamatory, threatening, harassing, discriminatory, or hateful about or to the A.H.S.A. Ltd, our employees, and our Board of Directors.

6. Checklist to consider prior to posting on Social Media

- Could your actions harm the reputation of the A.H.S.A. Ltd or its employees, Board of Directors, and/or other business related individuals or organisations?
- Are you disclosing any Company material that you are not specifically authorised to disclose?
- Have you made it clear to others when your contribution is as a private individual and not as a representative of A.H.S.A. Ltd?
- Are you willing to defend what you post? Would you be comfortable saying it to a stranger at a bus stop or posting it on a public shop window?
- Are you behaving with integrity, respect and accountability as expected from all Members of the A.H.S.A. Ltd?

7. Logos, Copyrights, and Trademarks

7.1. External Intellectual Property - Do not use any words, logos, or other marks that would infringe upon the trademark, service mark, certification mark, or other intellectual property rights of the owners of such marks without permission from the owners.

7.2. Company Intellectual Property - Use of social media tools to copy, publish, or transmit any material protected by the copyright laws, including copyrights, logos, marks, or brands of A.H.S.A. Ltd is prohibited.

8. Consequences of Breach of Social Media Code of Conduct

8.1. Members who are discovered to have breached the A.H.S.A. Social Media Code of Conduct, will at the discretion of the Board of Directors, be subject to discipline in accordance with the A.H.S.A. Ltd Disciplinary Regulations & Table of Penalties.

8.2. In addition, because Members are legally responsible for their postings, Members may be liable if their posts are found to be defamatory, harassing, or in violation of any other applicable law.

8.2.1. Things to consider when posting or sharing on Social Media:

- i) In general terms, defamation occurs when a person intentionally spreads information about another person, group of people or small company that damages their reputation or can make others think less of them.
- ii) Defamation is actionable regardless of the medium. A person can be defamed in print, through photos and on the internet.
- iii) Defamation cases involving the internet and social media are relatively new, but the same principals apply

- iv) A person who did not create the defamatory material, but only shares it for instance by "retweeting a tweet" or "sharing a post", can also be held liable as guilty of defamation
- v) The Society will not become involved in instances of possible defamation and members are advised to seek legal advice should they feel this applies.

8.3. Members may also be liable if they make postings which include confidential or copyrighted information (music, videos, text, etc.) belonging to third-parties. Depending on the nature of the violation or the online channel content, Members may be subject to civil and/or criminal penalties.

8.4. Members are responsible for any content posted on their social media site/s; whether it is directly posted by them or a third party. If someone posts an unacceptable comment on a Member's Facebook page, Twitter account or similar, the A.H.S.A. Ltd recommend that the Member delete it and refrains from engaging in unfavourable activity.