

AUSTRALIAN FEDERATION OF MODERN LANGUAGE TEACHER ASSOCIATIONS (AFMLTA) SOCIAL MEDIA GUIDELINES

Background

Social media is changing the way people communicate and it is blurring the borders between a person's professional life and private life.

The AFMLTA uses a range of social media to engage and work within Executive Committee, the eight Modern Language Teacher Associations, as well as the general public. These media are used for such matters as professional learning, marketing and general communication purposes and provide a platform for engagement with the organisation.

In order to maintain constructive professionalism in the use of social media, it is important that these guidelines be followed.

This policy is to be read and understood in conjunction with the AFMLTA's Privacy Policy and is to be consistent with the AFMLTA Constitution and Working Rules.

Definitions

For AFMLTA purposes, social media refers to all computer-mediated technologies that facilitate the creation and sharing of information and ideas via virtual communities and networks. It includes, but is not limited to, currently used applications such as Facebook and Twitter.

Purpose

This document establishes a process by which AFMLTA's communications can be managed in the best interests of the Federation's brand and reputation. This policy also sets out expected behaviour for the use of social media.

Guidelines

- AFMLTA Promotions Officer and Information Officer are responsible for the development of content, management of items for posting, ensuring compliance with this policy and responding to inaccurate or negative comments. Other Executive Committee members may also make relevant posts to social media.
- Posts should be informative, brief and direct so that they add value to a discussion and should also be professional, respectful and discreet.
- Errors in content, spelling and grammar should be corrected promptly.
- Posts will respect the public audience and refrain from controversial or potentially inflammatory subjects, avoid personal attack or hostile communication. Transmission of any material in violation of any state or federal law is prohibited. This includes threatening, harassing and offensive material.
- Posts that may be sourced from commercial organisations (e.g. content from a blog or 'tweet') do not reflect endorsement by the AFMLTA of products or services.
- Confidential information will not be disclosed and privacy is respected (refer to AFMLTA Privacy Policy for more information).
- The importance of respecting trademarks, trade practices law and professional rules regarding advertising and legal marketing is considered when posting to social media.
- Copyright laws must be observed at all times. The rules governing plagiarism apply to all electronic media and information accessed on the Internet has to be used in an appropriate manner. Sources must be cited in the reference process.

Complaints

Concerns related to misuse of social media are to be directed to info@afmlta.asn.au and considered by the Executive Committee.

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