



SOCIAL MEDIA POLICY

DIGNITY – FAIRNESS – RESPECT
PERFORM – ENJOY

POLICY APPLICATION

This policy applies to all committee members and contractors of CDJE.

This policy does not apply to: Committee members' personal use of social media where no reference is made to CDJE.

CONSEQUENCE

Although many users may consider their personal comments posted on social media or discussions on social networking sites to be private, these communications are frequently available to a larger audience than the author may realise.

As a result, any online communication that directly or indirectly refers to CDJE, or our Annual Eisteddfod, Committee members or other event-related issues, has the potential to damage CDJE reputation or interests.

POLICY

This policy has been developed in recognition of the growing popularity of and participation in online social media. CDJE is supportive of team members participating in social media in their personal time to keep in touch with their friends, share information or become involved in online discussions.

However, for members who use social media either as part of their job or in a personal capacity, it is important to understand committee members' obligations when the online communication is about CDJE.

The term '*social media*' refers broadly to any online media which allows for user participation, interaction or publishing. Commonly used social media tools include but are not limited to, Facebook, Instagram, YouTube, Twitter, and weblogs.

When participating in social media in a personal capacity, members must:

- ☒ Not disclose CDJE confidential information, proprietary or sensitive information. Information is considered confidential when it is not readily available to the public. If you are in doubt about whether information is confidential, refer to the CDJE Executive before disclosing any information.
- ☒ Not use the CDJE logo or association branding on any social media platform without prior approval from the Executive.
- ☒ Not communicate anything that might damage CDJE reputation, brand image, commercial interests, or the confidence of our members.
- ☒ Not represent or communicate on behalf of CDJE in the public domain without prior approval from the Executive.
- ☒ Not post any material that would directly or indirectly defame, harass, discriminate against or bully any CDJE member, supplier or supporter.