

Social Media Policy

Scope

Balmoral Highland Dancing Society Inc. recognizes the importance of the Internet in shaping public thinking about our organization and our current and potential services. We also recognize the importance of our members joining in and helping shape industry conversation and direction through interaction in social media. Balmoral Highland Dancing Society Inc. is committed to supporting honest, transparent, and knowledgeable dialogue on the Internet through social media.

Values

The purpose of the Association is to promote and further the interests of Highland and National Dancing, for the benefit of its members. There are a number of basic aims which the membership considers to be non negotiable and are, we believe, the reason for our ongoing success.

1. To make dancing FUN at all levels.
2. To encourage participation at all levels.
3. To value every person in the club for their contribution - what ever that may be.
4. To promote self worth and respect for others at every level.
5. To encourage every dancer, regardless of their level of ability and applaud any personal achievement.
6. To uphold pride in being a Balmoral and part of the Victorian Scottish Union.
7. To support each other at every level and put fellowship ahead of winning.

Each dancer should be encouraged to perform to the best of their ability and to have their progress measured against previous personal performances rather than against that of the group or other individuals.

Social Media Roles

All official social media accounts are managed by a member of the Balmoral Highland Dancing Society Inc. who has been appointed as the Manger. The appointed Manager is responsible for the security of passwords and upkeep of these accounts. They will grant access to other members of the society and individuals when approved by the committee.

Monitoring Policy

It is the responsibly of all members of Balmoral Highland Dancing Society Inc. to monitor social media channels and report any negative or damaging remarks about the society immediately to the appointed manager or to the committee.

Privacy and Permissions

Members of Balmoral Highland Dancing Society Inc. should respect the privacy rights of other members of the Victorian Scottish Union and must not disclose any information without obtaining their permission. Members must not post photographs, images or intellectual property of any other members of the Victorian Scottish Union without having their express permission to do so.

Copyright and Attribution

Members are to respect trademarks and copyrights. The use of the Balmoral Highland Dancing Society Inc. logo is restricted and can only be used on official social media sites determined by the committee and the appointed Manager.

Personal vs. Professional

If you have a blog and talk about club-related issues, add a disclaimer to each page making clear that the views you express are yours alone. Be aware that this disclaimer doesn't free you from the obligations you have under the Codes of Conduct or the Fundamental principles. Example: "The postings on this site are my own and don't necessarily represent positions, strategies or opinions of Balmoral Highland Dancing Society Inc." If you have an "about me" page, we advise against using photos where you stand in front of one of the emblems since this might give the web site or blog an official appearance.

Consequence

Any Member of Balmoral Highland Dancing Society Inc. that fails to follow this policy or brings the society into disrepute may have their membership revoked or the committee may take other suitable actions.