



CATS QUEENSLAND INC

SOCIAL MEDIA POLICY AND GUIDELINES

Commencement Date - This Policy has a commencement date of 5/10/19. Purpose: This Policy is intended to provide members or employees / volunteers of Cats Queensland Inc. (CQI), with clarity on the constructive and appropriate use of social media platforms to achieve CQI's objective of promoting in every way, the standing and improvement of purebred felines in the wider Queensland community.

What is Social Media?

'Social Media' is online media that allows for interaction and/or participation. It is any conversation or activity that occurs online where people can share information about matters that might impact on, Cats Queensland Inc., its members or members of any Affiliated bodies who use our services or participate in the events run by our organisation or any of our Affiliated bodies. It includes, but is not limited to:

- Social networking sites – for example Facebook, Twitter, Myspace, Pinterest, LinkedIn, Tic Tock.
- Video and photo sharing websites and applications – for example Flickr, Instagram, YouTube, Tumblr.
- Blogs, including corporate blogs and personal blogs – for example SharePoint.
- Blogs hosted by media outlets – for example comments or 'your say' feature.
- Micro-blogging – for example Twitter.
- Wikis and online collaborations – for example Wikipedia.
- Forums, discussion boards and Groups – for example Google Groups, Facebook Groups, Whirlpool.
- VOD and podcasting – for example SoundCloud.

Who does this Policy apply to?

This Social Media policy applies to all members, volunteers, exhibitors and employees of Cats Queensland Inc.

Guiding Principles

- Whenever Cats Queensland Inc. members, volunteers and employees are interacting on social media, whether in an official or personal capacity, the following guiding principles must be always followed in any interaction concerning the feline community. This means:
- They are required to abide by the Constitution and Rules of Cats Queensland Inc., including the Code of Ethics.
- They must act in a way which falls within the community expectations of good and appropriate manners.
- They must be polite and respectful to Cats Queensland Inc., its staff members, its members, its volunteers, its affiliates of and any other related parties, including Judges.
- They must not criticize, disparage or make derogatory or negative comments about Cats Queensland Inc., its staff members, members, volunteers or affiliates, or any domestic or international Judges, either expressly or implicitly.
- They must respond to others' opinions respectfully and professionally.

- They must not harass, bully or intimidate, nor will they create a perception of harassment, bullying or intimidation towards any person or organisation.
- They must not make negative or adverse comments about any person based on their race, religion or sexual preference.
- They must not make derogatory or negative comments pertaining to the cats of another member of Cats Queensland Inc. or any of its affiliates or create such comment that would be perceived as being derogatory or negative against cats of another member of Cats Queensland Inc. or any of its affiliates.
- They must not utilize abusive, profane, obscene or sexually explicit language or material.
- They must obtain written permission from Cats Queensland Inc. before posting any content on any Social Media platform or using any I.T. service to make statements or comments on behalf of Cats Queensland Inc. or otherwise which may be construed to be attributed to Cats Queensland Inc. or using the Cats Queensland Inc. logo.
- They must obtain written permission from any member of Cats Queensland Inc. or any visiting judge whose photo or video they plan to publish on social media. Request and permission may be via email.
- No photos, videos, or results shall be posted until the conclusion of show.

Constitution and Rules

The Constitution and Rules of Cats Queensland Inc., includes prohibitions on engaging in various forms of conduct by the members of Cats Queensland Inc. Member or exhibitor at a show must not engage in any conduct that could reasonably be:

Dishonest, malicious, vexatious, scandalous or contrary to law; Discreditable to the member concerned or any other member.

Prejudicial or injurious or tending to prejudice or injure any person interested in feline affairs.

Prejudicial or injurious or tending to prejudice or injure the interests, image or standing of Cats Queensland Inc.,

Contrary to the spirit and intent of the Constitution, Rules and Code of Ethics or any other code, resolution policy or direction of Cats Queensland Inc. or any Committee.

The Constitution and Rules also contains a prohibition on members conducting themselves in such a way as to bring Cats Queensland Inc. into discredit or to bring themselves as a breeder, owner, exhibitor or member into discredit.

Policy Non-Compliance

Misuse of social media can have serious consequences for Cats Queensland Inc., its volunteers and members. All reports of misuse of any I.T. service or social media by Cats Queensland Inc. members will be investigated. Where parties do not comply with the Policy, disciplinary action will be taken. Disciplinary action may include:

Referral of the matter to the Management Committee of Cats Queensland Inc. which may result in warning, suspension or termination of membership; and/or

Information being provided to the Queensland Police Service.

Disciplinary action that may be taken includes, but is not limited to, issuing a formal warning and / or suspension of membership from Cats Queensland Inc.

Reporting of Policy Non-Compliance

Cats Queensland Inc. has a formal Complaints Procedure which must be followed in relation to the reporting of any misuse of I.T. services or social media. The applicable Rules dealing with Cats Queensland Inc. Complaints Procedure must be followed. Any queries regarding the complaints procedures or investigative powers can be directed to the secretary of Cats Queensland Inc. or may also be found in the Cats Queensland Inc. Constitution and Rules.