

### District 9455 Western Australia

#### **Background**

Rotary and the Rotary Youth Exchange (RYE) program has its own rules about social media usage, in addition to Australian Laws and the laws of the student's host country if away on exchange.

Rotary respects the right of everyone including Rotary exchange students, as private citizens, to engage in public debate on political and/or social issues, whether on the radio, the Internet, in newspapers or on television. This extends to the use of social media sites.

At the same time, Rotary expects that everyone associated with the RYE program will fulfil their obligations and uphold the expected level of conduct when using social media.

Further, with respect to the use of social media, Rotary will take disciplinary or other action in regards to inappropriate use of social media. For a Rotary exchange student this may include termination of the exchange.

Everyone must be mindful that content posted on such sites is as public as if published in a newspaper or discussed at a public forum and has the potential to be broadcast across the entire internet.

#### **Purpose**

The purpose of this policy is to ensure that everyone associated with RYE understand their obligations when using social media (such as Facebook) and are informed of the importance of managing the risks associated with such use that may impact on the reputation of Rotary and/or the safety of themselves and others, and that may result in a breach of Rotary's Code of Conduct and policies, procedures or instructions.

This policy is for the mutual protection of Rotary and everyone else and is not intended to prevent, discourage or unduly limit expression of personal opinion or online activities.

#### **Scope**

This policy covers, but is not limited to, the sites and services mentioned below, and is also intended to cover other social media services as they develop in the future:

- Social networking sites (e.g. but not limited to Facebook, Instagram, Snapchat, Twitter);
- Professional networking services (e.g. LinkedIn);
- Video and photo sharing websites (e.g. YouTube);
- Micro-blogging (e.g. Twitter);
- Forums and discussion boards (e.g. Google Groups);
- Online collaborations (e.g. Wikipedia);
- Blogs including corporate blogs and personal blogs;
- Blogs hosted by traditional media outlets;
- Podcasting.

#### **Definitions**

##### **Social media**

Social media includes the various internet-based applications that allow the creation and exchange of user generated content. Social media enables individuals to communicate via the Internet sharing information and resources. Sites such as but not limited to Facebook, Instagram, Snapchat, Twitter are a social utility that connects people with family and friends.

##### **Content**

Content is the information that is put onto social media sites, which includes text, audio, video, images, podcasts and other multimedia communications.

##### **Procedure for Use of Social Media Public Comment**

Rotary exchange students and others as private citizens can engage in public debate on political and/or social issues, whether on the radio, the internet, in newspapers, on the television or social media sites.

##### **In such circumstances, you should not:**

Make comment, regardless of the connection with any event or person that amounts to criticism sufficiently strong or persistent to give rise to an adverse public perception of the event or person or that brings Rotary or the Youth Exchange Program or a particular district or person into disrepute.

## **Bullying and harassment**

Just as bullying and harassment will not be tolerated in public, nor will it be tolerated where it occurs on a social media site.

In this regard, individuals are not to post any adverse or critical content about any other individual on social media sites such as offensive, obscene, bullying, discriminatory, hateful, racist, sexist, abusive, harassing, threatening or defamatory content.

In such circumstances, not only is it likely that disciplinary action will be taken against the perpetrator (which for RYE could include termination of the exchange), but that such content may also amount to civil proceedings giving rise to the perpetrator being charged with a criminal offence.

Rotary reserves the right to request that certain posts and inappropriate comments be removed from an individual's social media site.

## **Confidentiality of information**

Individuals, especially RYE students, host Rotary clubs and host families are not to identify any other individual or publish personal details and/or images about them without their permission. This includes but is not limited to: not publishing anything whatsoever about host family and their home that may identify them or their address or location or their house, nor the inside of the home or the outside of the home, nor that the house may be unattended from time to time.

## **Use of Rotary logo**

Under no circumstances are individuals to use the Rotary logos without permission as part of their personal social media activities or post images of themselves or any other individual where this use could be considered adverse to the image of Rotary or RYE.

## **Security risks**

Social media sites can contain a significant amount of personal information.

Accordingly, it is in the best interests of everyone to ensure appropriate and effective security and/or privacy settings are established, where available, to allow restricted access to their social media sites.

Everyone, however, need to be mindful that regardless of the security/privacy settings, content may still be made public (e.g. anyone may cut and paste comments onto another site) or may be illegally accessed by cybercriminals.

Furthermore, unintended invitees may gain access to a social network site through a linked association (e.g. friend of a friend).

Some individuals and organisations, including criminal organisations, use social media to mask their true identity and obtain personal information.

It is recommended that everyone exercise caution with respect to the type of information that they post on such sites.

## **Reporting**

It is expected that everyone will comply with this policy. Failure to comply with this policy may be subject to counselling, directions to withdraw posted material, or disciplinary action, which may include termination of the exchange.

Everyone has an obligation to immediately report any breach of this policy. Rotary exchange students are to report any breach of this policy or seek advice from their Rotary club counsellor or district youth exchange chairman.

## **I / we have read and understood the above and I agree to comply with the above Social Media Policy**

<b>Name:</b>	<i>Rotary Exchange Student</i>	<i>Signed / Date</i>
<b>Name:</b>	<i>Father / Guardia</i>	<i>Signed / Date</i>
<b>Name:</b>	<i>Mother / Guardia</i>	<i>Signed / Date</i>