

Social Media Policy

This policy seeks to provide guidelines for the use of social media by staff and members, as well as serve as a guide for the use of AAG's official social media platforms. The social media policy applies at all times to all employees and members.

The AAG recognises the use of social media in personal life and this policy does not intend to discourage nor unduly limit personal expression or online activities. However, one should recognise the potential for damage caused (either directly or indirectly) to the AAG in certain circumstances via personal use of social media when one can be identified as an AAG employee or volunteer. Accordingly, staff and members should comply with this policy to ensure that the risk of such damage is minimised.

Individuals are personally responsible for the content published in a personal capacity on any form of the AAG's social media platform. When in doubt, guidance should be sought from the AAG national office on how to comply with the following obligations.

Guiding Principles

Where comments or a profile can identify an individual as an employee or member of the AAG, one must:

- only disclose and discuss publicly available information;
- ensure that all content published is accurate and not misleading;
- adhere to copyright, privacy, defamation, contempt of court, discrimination, harassment, and other applicable laws.

Furthermore, staff and members of the AAG must:

- Be polite and respectful of other people's opinions at all times, even though they might not reflect your values/opinions.
- Ensure comments/links add value to the discussion.
- Try to avoid excessively long or complicated posts which might discourage others from participating. AAG wants all followers who would like to share their views and opinions to have a chance to contribute to the conversation.
- NOT Advertise personal products and/or services unless permitted by the AAG.
- NOT troll. Aggressive and violent behaviour, including racism, sexism, defamation, bullying and harassment, abuse and personal attacks are not acceptable under any circumstances and will not be tolerated.

Posts that disregard the aforementioned guiding principles may be removed. Repeated breaches of the comments policy may result in the user being blocked by AAG. If an employee or member is found to be breaching the social media policy, they will be contacted by either the President or CEO and given a written warning and reminded of the policy and if repeated, they may have disciplinary action and/or legal action taken against them as deemed suitable by the CEO.