

# **THE CANINE BEHAVIOUR AND TRAINING SOCIETY INFORMATION TECHNOLOGY AND SOCIAL MEDIA POLICY.**

## **About the Policy**

The Canine Behaviour and Training Society (TCBTS) has developed this policy to provide guidelines for the appropriate use of Information Technology (IT), including Social Media, to assist in providing a safe environment both physically and emotionally for members, and others working with or providing a service to the Society.

## **Guiding Principles:**

- TCBTS acknowledges that IT, including Social Media, is an effective communication tool that businesses and other organisations can use to communicate to their clients/audiences and promote their services/activities.
- TCBTS encourages all our members to show respect towards other Society members as well as fellow professionals operating outside of the Society at all times, including on Social Media.
- At TCBTS we believe in open communication at all times and we encourage members to contact the Board of Managers with any issues or concerns.
- However, TCBTS has recognised the potential for IT, particularly Social Media, to be used inappropriately and/or in a manner which may be considered to be disparaging, bullying or even illegal.

## **To whom does the Policy apply:**

- This policy concerns the use of IT by all TCBTS members, and others who may access TCBTS IT and Social Media platforms.

## **To what does the Policy apply:**

The Policy applies to the use of Information Technology, including but not limited to:

1. Social Media;
2. Email services;
3. Instant messaging services;
4. Text messages; and
5. Telephone calls

**What is Social Media** “Social Media” includes online services and tools used for publishing, sharing and discussing information. Social Media includes, but is not limited to:

- Social networking websites (e.g. Facebook, MySpace, LinkedIn)
- Micro-blogging sites (e.g. Twitter, Tumblr, Joomla)
- Video and photo sharing websites (e.g. YouTube, Flickr, Instagram)
- Blogs (including weblogs, corporate blogs, personal blogs and blogs hosted by traditional media publications)
- Online forums, chat rooms and discussion boards
- Any other websites that allow individual users or companies to use simple publishing tools (e.g. Tumblr)

## **What TCBTS expects on the Society’s Website and Official Facebook Page**

TCBTS encourages positive informative messages including (but not limited to)

- Promotion of and information on TCBTS activities
- CPD events including Conference, AGM, webinars, educational discussions about ABTC approved training methodologies.
- Posting photos e.g. of Society events

- Members may wish to post video of training or behaviour modification but these should first be approved by the Board of Managers.

**When posting messages individuals or groups:**

- Ensure that content posted is factually accurate and complies with TCBTS and ABTC policies
- Be courteous and respectful to other TCBTS members, including fellow professionals operating outside TCBTS.
- Be respectful of all individuals and communities with which you interact online.
- Respect copyright, privacy, financial disclosure, data protection and other applicable laws when posting content on Social Media.
- Before posting any statements or comments on behalf of TCBTS or which may be construed to be attributed to TCBTS, permission must be obtained from TCBTS Board of Managers.
- The TCBTS logo must not be used without prior written authorisation from the TCBTS Board of Managers. Otherwise the logo may only be used according to guidelines in the TCBTS Code of Practice.

**Content TCBTS will not accept on its Website or Official Facebook page (including but not limited to):**

Posting of any content that could be considered disparaging, embarrassing, obscene, defamatory, threatening, harassing, discriminatory, libellous or hateful to another person or entity, including, but not limited to, TCBTS members and fellow professionals outside of TCBTS.

**Removal of material from any Social Media site**

When requested by TCBTS Board of Managers, immediate non removal of material following the request will be considered to be a breach of this Policy.

**You are responsible for what you post since it is a public medium**

**Be mindful:** Any comments made or images, videos and photographs posted on Social Media platforms, irrespective of privacy settings are public remarks and can be shared, copied and distributed to a wider audience than may have been originally intended and therefore become publically published views. There is no such thing as a 'private' Social Media site, even if you delete a post.

**Consider:** If the content of the message would not be acceptable for face to face conversation then it is not acceptable for a social networking site.

**Breaches of the Policy**

Any complaints about breaches of this Policy will be dealt with seriously, confidentially and expediently by TCBTS Board of Managers. Action taken may include, but is not limited to, issuing a formal warning, withdrawal of membership from TCBTS, information being provided to affiliate bodies i.e. ABTC and/or to the Police.

**Policy updates**

This policy is to be reviewed in 3 years or earlier if deemed necessary by the Board of Managers. It is to be communicated to members via individual email and the TCBTS Members Facebook Group, and be available to anyone who requests it.

Version 2. July 2019

Adopted: 29<sup>th</sup> July 2019

To be reviewed by: July 2022