



Social Media Policy – Victorian Racing Pigeon Board (VRPB)

1. Purpose

This policy outlines the expectations and responsibilities for all members, officials, and representatives of organisations or clubs affiliated with the Victorian Racing Pigeon Board (VRPB) when using social media and electronic communication.

2. Scope

This policy applies to:

- All VRPB-affiliated organisation and club members and officials
- Members of the Executive Committee
- Individuals acting in a representative capacity for VRPB

3. Our Commitment

We recognise the importance of digital communication in engaging with members and the public. We are committed to ensuring that all communication is respectful, relevant, and aligned with the values of VRPB.

4. Acceptable Use Guidelines

When using websites, email, SMS, Facebook, Twitter, or other platforms:

- Share information about races, events, policies, rules, and by-laws.
- Ensure all content is appropriate, respectful, and relevant to the VRPB and affiliated organisation or club business.
- Maintain privacy and clear boundaries in all communications.

- Use text messages for brief, relevant updates only.
- Avoid uploading offensive content or photos, especially regarding race liberation decisions, committee decisions, or social events.
- Refrain from making misleading, false, or defamatory statements.
- Avoid any content that could bring the VRPB, affiliated organisations, clubs or the sport into disrepute.

5. Oversight and Accountability

- The Website and Social Media Manager, along with the Secretary, are responsible for monitoring and approving content posted on official VRPB or affiliated organisation and club platforms.
- All members are encouraged to report inappropriate content or behaviour to the Executive Committee.

6. Member Responsibilities

- Think before posting: If you wouldn't send it to your mother, don't post it.
- Treat all digital communication as a permanent record.
- Do not post content that:
 - Offends, intimidates, humiliates, or bullies others
 - Is misleading, false, or defamatory
 - Violates another member's privacy
 - Damages the reputation of the VRPB or its affiliates

7. Breaches and Consequences

- Inappropriate communication or content may result in disciplinary action under the VRPB or its affiliated organisations and club constitution and by-laws.
- Cyberbullying may be referred to law enforcement if it constitutes a criminal offence.

- Members may be liable for defamation if false or harmful statements are made publicly.
- Committee members from the same club as an accused member must recuse themselves from investigations to avoid conflicts of interest.
- The Executive Committee reserves the right to determine appropriate disciplinary measures.

8. Review and Updates

This policy will be reviewed annually by the Executive Committee to ensure it remains current and effective.

9. Acknowledgement

All members must acknowledge they have read and understood this policy. A signed declaration may be required upon joining or renewing membership.