**By-law 8(a)**

***Social Media Policy for The Australian National***

***Budgerigar Council***

1. ***Overview and Purpose***

The Australian National Budgerigar Council will be recognized in this document as “The ANBC”

Affiliated Zones will be recognized as “The Zones”.

The ANBC recognizes that there is a massive explosion and growth in Social Media. Indeed, in many cases it is becoming the prime means of communications for the Clubs and Members in the Zones. Social Media encompasses a broad range of online activities including but not restricted to:- Facebook, Twitter, Flickr, Linkedin, Snapchat, Youtube, MySpace and many others not listed here. The ANBC recognizes the importance of social media as a powerful tool and recognizes the importance of Social Media in the growth of the ANBC, the Clubs and Members in Zones and throughout Australia and the World.

1. ***Scope***

The Policy is guided by the principles set out in the “ANBC By-Law 1A” and must be read in conjunction with the other policies of “The ANBC”. <http://www.anbc.iinet.net.au/ANBC_New/ANBC_Show_Rules.htm>

1. ***Policy Statement***

“The ANBC” are committed to engaging in Social Media activity transparently, responsibly and with respect. The ANBC expects the same commitment from the Zones and any deviation from such commitments may be subject to disciplinary review or other appropriate action and will be deemed as “bringing the Hobby into disrepute”.

 ***4. Your Conduct in Social Media Activity***

It is important that the social media activity that the Zones engage in is in accordance with the aims of “The ANBC” – as laid out in the Constitution of the ANBC. The conduct of each Zone has the potential to harm our reputation and as such, you must be conscious of the behavior and wording used towards others and about issues pertaining to our hobby. The following are very relevant points –

1. Ensure your Zone does not imply that it represents “The ANBC” or the other “Zones” in any of your Zones Official posts or comments “online”.
2. Consider when posting content whether it may damage the reputation or future of “The ANBC” or other “Zones”.
3. Act with Honesty and Integrity, in an ethical and professional manner and avoid conflicts with other “Zone” representatives.
4. Be polite and avoid personal, professional or hostile communications or credibility attacks and keep your comments respectful, informative and certainly never condescending.
5. Do not post images or content that are inappropriate, adverse or offensive or that discriminate, intimidate or harass or are otherwise demeaning, defamatory or disparaging about any person or indeed “The ANBC” or other “Zones”.
6. Be sure to post accurate and truthful content and promptly correct any errors that you may inadvertently make.
7. Do not deny or affirm rumours – the comment should always be “No Comment”

1. Remember that online communications may be held in the same legal standards as traditional media communication.
2. Remember content may be Global – Social Media is “omnipresent” and can be viewed anywhere in the world.
3. Notify “The ANBC” via the Secretary if you witness any negative, disparaging or inaccurate content about “The ANBC’ or any other “Zone” on any Social Media Platform.
4. Use your best judgement as there may be consequences to what you publish. If something you wish to publish makes you uncomfortable – then rethink whether you should post it or not!

l. Exercise sound judgement and common sense.

1. ***Promotion of Birds on Social Media***

This component relates specifically to the Zone Selection Shows to select Representatives to be show at the ANBC National Show. None of the THREE birds selected in any of the classes or the RESERVE from any of the classes that have been selected to represent any of the “Zones” at the National Show are to be promoted or discussed in any post on any Website or Social Media page until AFTER the ANBC Show is concluded. Penalties for doing so may be applied – including disqualification of the promoted bird/birds or the Zones entire Team from being able to compete at the ANBC National Show5

***6. Judges Code Regarding Young Bird State Championships and ANBC Show***

If an ANBC Accredited Judge has been selected from a Zone to Judge at an ANBC Show they should exclude themselves from Social Media and Exhibition Budgerigar related Internet Activity for at least ONE MONTH prior to the ANBC Show. They are not permitted to attend the Zone Selections for that ANBC National Show nor be involved in ANY ASPECT of the Zone Selection Show to enable maintenance and integrity of the ANBC Show.

***7. Compliance With This Policy***

“The ANBC” will be monitoring Websites and Social Media going forward to monitor compliance in this policy.

***8. Consequence of Breach***

Any breach of this policy may result in disciplinary or other appropriate action as noted in our “Constitution” – which could relate to or include fines, disciplinary actions or expulsion from “The ANBC”.