

AASP SOCIAL MEDIA POLICY

The AASP Social Media Policy is designed to provide members with guidelines for social networking activities related to our peak body. We encourage you to join conversations relevant to the aged care and disability industries. This policy is designed to ensure you do so in a manner that respects the AASP's industry reputation and the privacy of its members.

AASP PURPOSES

The purposes of the AASP include:

1. Creating a brand which represents a high standard of professionalism in the provision of services to consumers in the ageing, retirement and disability industries;
2. Establishing standards of conduct, competency and operation for members;
3. supporting its members with ongoing commitment to the ageing, retirement and disability industries;
4. Encouraging and supporting organisations providing services in the ageing, retirement and disability industries to operate in an ethical and professional manner; and
5. Facilitating the cooperative betterment of the industry to the benefit of consumers by:
 - 5.1 acting as a cohesive, strong voice for members at a state and federal level of government in issues that affect the industry as a whole and our consumers in particular;
 - 5.2 working with other peak bodies in the betterment of the industry; and
 - 5.3 promoting the brand and the members it represents to government and private providers who may refer consumers.

Please keep AASP Purposes in mind when conducting any social media activities on AASP social media profiles, and on any personal or business social media profiles where your association with AASP is apparent.

COMMITTEE ROLES

1. Strategy planning and approval of social media content is the responsibility of the AASP Committee.
2. Posting engagements and advertising are managed under the Social Media & Marketing Portfolio.
3. Security and passwords are managed under the IT Portfolio.

4. Any complaints or disputes are dealt with by the Committee according to the AASP Conflict Resolution Policy. Complaints should be directed to the President of the AASP.

MEMBER GUIDELINES

All members must abide by the following guidelines. Failure to do so may result in immediate removal from AASP Social Media Pages.

1. All members must:
 - 1.1 Act in good faith with honesty and integrity, and respect the ideas and beliefs of all members to enable an environment where members feel comfortable to participate;
 - 1.2 Write in the first person. Where a member's connection to AASP is apparent, they must make it clear that they are speaking for themselves and not on behalf of AASP.
 - 1.3 Ensure social media activities are consistent with the AASP's high standards of professional conduct;
 - 1.4 Be professional, use good judgment and be accurate and honest in their communications. Errors, omissions or unprofessional language or behaviour can reflect poorly on AASP;
 - 1.5 Be respectful and professional to fellow members, business partners, competitors and associates;
 - 1.6 Not breach the privacy and confidentiality of AASP members as well as people in the wider community when creating posts; and
 - 1.7 Comply with all intellectual property laws when on social media. Members must ensure that permission is granted when sharing photos.
2. The following conduct is prohibited:
 - 2.1 Bullying, offensive behaviour or the use of hate speech is strictly prohibited. There must be no degrading comments about race, religion, culture, sexual orientation, gender or identity. **Refer to AASP Code of Conduct,**
 - 2.2 Members must not post self-promotional content, spam or irrelevant links. There must be no endorsement of people, products, services and organizations;
 - 2.3 Members must not share quizzes and competitions which request personal information, or post any other activities which may result in a security breach or otherwise compromise the security and safety of AASP pages and member information; and
 - 2.4 Where a member's connection to AASP is apparent on personal social media accounts, that member must not imply that an endorsement of a person or product is on behalf of AASP, rather than a personal endorsement.