***The Budgerigar Council Of Victoria’s Social Media Policy***

***1. Overview and Purpose***

The Budgerigar Council of Victoria will be recognized in this document as “The BCV”

Affiliated Clubs will be recognized as “The Clubs” Paid up Members will be recognized as “Members”

The BCV 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. 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 BCV recognizes the importance of social media as a powerful tool and recognizes the importance of Social Media in the growth of The BCV, The Clubs and Members in Victoria – indeed throughout Australia.

***2. Scope***

The Policy is guided by the principles set out in the “Rules of Association” and must be read in conjunction with the other policies of “The BCV”. http://budgerigarcouncilofvictoria.weebly.com/uploads/1/0/3/5/10355325/bcvrulesofass\_22sep07.pdf

***3. Policy Statement***

“The BCV” are committed to engaging in Social Media activity transparently, responsibly and with respect. The BCV expects the same commitment from you 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 you engage in is in accordance with the aims of “The BCV” – being “to promote and encourage the breeding and exhibiting of Budgerigars”. Your conduct has the potential to harm our reputation and as such, you must be conscious of your behavior and wording used towards others and about issues pertaining to our hobby. The following are very relevant points a. Ensure you do not imply that you represent “The BCV” or “The Clubs” or “Members” in any of your posts or comments “online”. b. Consider when posting content whether it may damage the reputation or future of “The BCV”, “The Clubs” or other “Members”.

c. Act with Honesty and Integrity, in an ethical and professional manner and avoid conflicts with other individuals or “Members”.

d. Be polite and avoid personal, professional or hostile communications or credibility attacks and keep your comments respectful, informative and certainly never condescending.

e. Do not post imaged 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 BCV”, “The Clubs” or “Members”.

f. Be sure to post accurate and truthful content and promptly correct any errors that you may inadvertently make.

g. Do not deny or affirm rumours – the comment should always be “No Comment”

h. Remember that online communications may be held in the same legal standards as traditional media communication. i. Remember content may be Global – Social Media is “omnipresent” and can be viewed anywhere in the world.

k. Notify “The BCV” via the Secretary if you witness any negative, disparaging or inaccurate content about “The BCV’, “The Clubs” or “Members”

l. 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!

m. Exercise sound judgement and common sense.

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

This component relates specifically to the State Championship Young Bird Show held prior to 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 the Budgerigar Council Of Victoria 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 from the Budgerigar Council of Victoria National Team.

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

If a Budgerigar Council of Victoria Judge who has ANBC Accredited Qualifications is selected 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 State Championship Young Bird Show nor be involved in ANY ASPECT of the Show to enable maintenance and integrity of the ANBC Show.

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

“The BCV” 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 “Rules of Association” – which could relate to or include fines, disciplinary actions or expulsion from “The BCV”.