

SOCIAL MEDIA POLICY

“Social media” in this policy refers to a variety of online communities like blogs, social networks, chat rooms and forums. This policy covers usage of those communities by persons representing the Darwin Bushwalking Club (DBC).

Social Media Posting

- Only items related to bushwalking and the DBC are permitted on social media accounts.

Politics

- At its discretion, the DBC may share Government initiatives that affect bushwalking in the NT but the Club will remain politically impartial.
- User-submitted political opinion posts will be removed without discussion.

General Bushwalking Advice

- The Club has an approved walker’s handbook on its website, but it does not provide advice outside of walks and events information. Members of the club who give advice are acting on their own agency and not on behalf of the Club.
- The DBC allows questions to be posted on social media accounts for general response.

Offensive Comments

- Comments deemed racist, sexist, violent or otherwise offensive will be removed without discussion. Offending users face social media bans.
- Representatives of the DBC Committee will address any other complaints received by the Club.

Commercial

- Commercial posts will be immediately deleted and reported to appropriate persons except for the following (as approved by the DBC Committee) -
 - Russell Willis – Discounts that apply to Club members may be shared via facebook.
 - NT General Store – Links in newsletter, occasional facebook posts which reference members’ discounts and donations.
 - Future sponsors – Darwin locally owned business only. Include in media coverage of sponsorship.
 - Photographers who attend walks, pictures with company watermark deemed appropriate.
 - Posts related to the resale of used personal bushwalking gear.