

AALA Social Media Policy

1. The purpose of this policy is to:
 - a. provide clear guidance on who has administrator access to AALA's social media accounts; and
 - b. set out the responsibilities and expectations when communicating information (including any Marketing Campaigns), comments and opinions via social media.
2. This policy covers all social media platforms including:
 - a. social and professional networking sites (e.g. Facebook, LinkedIn);
 - b. micro-blogging sites (e.g. Twitter);
 - c. videos and photo sharing sites (e.g. YouTube, Instagram).

Definitions

3. For the purposes of the AALA Social Media Policy, the following definitions apply:
 - a. **Marketing Campaign** means a marketing promotion for AALA (whether generally or for a specific event) on an Official Social Media Account or the AALA website; and
 - b. **Official Social Media Account** means any of AALA's Facebook, LinkedIn, Twitter, YouTube, Instagram and other social media accounts deemed 'official' by Ordinary Resolution of the Executive Committee.

Access to Official Social Media Accounts

4. The National Secretary and National Marketing and Social Media Convenor are responsible for granting administrator access to any Official Social Media Account to an Executive Committee Member or Branch Committee Member.
5. Administrator access to any Official Social Media Account must only be granted to the following:
 - a. the National President;
 - b. the National Vice-President;
 - c. the National Secretary;
 - d. the National Treasurer;
 - e. the National Marketing and Social Media Convenor;
 - f. each Branch President (if requested);
 - g. each Branch Secretary (if requested); and
 - h. each Branch's designated social media officer(s) (if requested).

(collectively, **Social Media Account Holders**).

6. A list of current administrators of all Official Social Media Accounts must be kept by the National Secretary and the National Marketing and Social Media Convenor.
7. All login details specific to all Official Social Media Accounts must be kept confidential and must not be disclosed to anyone other than the Social Media Account Holders.
8. Within 5 business days of the completion of the Annual General Meeting, the outgoing National Secretary must provide the new National Secretary with administrator access and all login details specific to all Official Social Media Accounts.
9. Within 5 business days of the completion of the Annual General Meeting of the Executive Committee or the Branch Committee, the outgoing officer having access to the Official Social Media Account(s) must hand over the administrator access to the incoming National Secretary and must not thereafter access the account or use the login details specific to the Official Social Media Accounts.
10. There must not be any other social media accounts (**Unauthorised Social Media Accounts**) affiliated with or purporting to be affiliated with AALA other than the Official Social Media Accounts.
11. The National Secretary must issue a request to the administrators of any Unauthorised Social Media Account requesting that the Unauthorised Social Media Account be closed or all references to AALA be removed within five business days. Any AALA committee member that is a member of the Unauthorised Social Media Account is required to assist AALA, to the best of their ability, in ensuring that the Unauthorised Social Media Account is closed or all references to AALA are removed.

Marketing Campaigns

12. All Marketing Campaigns must follow the AALA National Marketing Guidelines (as updated from time to time).
13. Where the Marketing Campaign is:
 - a. at the National level, the National President, National Vice-President, National Secretary, National Treasurer or the relevant National Portfolio Convenor must provide final approval of the Marketing Campaign before it is posted on the AALA website and/or any Official Social Media Account, and may seek the assistance of the National Marketing and Social Media Convenor where needed; and
 - b. at the Branch level, the Branch President and/or Branch Secretary must provide final approval of the Marketing Campaign before it is posted on the AALA website and/or any Official Social Media Account, and may seek the assistance of the National Marketing and Social Media Convenor where needed.
14. Where ad-hoc marketing that relates to National-specific events, initiatives or matters on an Official Social Media Account is required (e.g. requests by other organisations), such requests must be directed to:
 - a. the National Marketing and Social Media Convenor; and
 - b. either the National President, National Vice-President, National Secretary, National Treasurer or the relevant National Portfolio Convenor,

for final approval.

15. Where ad-hoc marketing that relates to Branch-specific events, initiatives or matters on an Official Social Media Account is required (e.g. requests by other organisations), such requests must be directed to:

- a. the Branch President; and
- b. the Branch Secretary,

for final approval.

AALA Social Media Guidelines for All Members and Non-Members

16. The following guidelines apply to all AALA members and non-members who post on or administer or otherwise use AALA's social media accounts:

- a. Official Social Media Accounts are moderated by AALA administrators and AALA administrators reserve the right to remove any posts and comments. Any dispute regarding the actions of the AALA administrators is to be resolved according to the discipline and grievance procedures in the AALA Constitution.
- b. All AALA members and non-members who post on or administer or otherwise use AALA's social media accounts must act respectfully and ethically and in accordance with:
 - i. the relevant solicitors' and/or barristers' conduct rules applicable in their jurisdiction in making posts and comments;
 - ii. the AALA Constitution; and
 - iii. the AALA Social Media Policy.
- c. AALA administrators will remove posts and comments including swear words and offensive language - including swear words with some letters replaced by dashes or asterisks.
- d. AALA administrators will remove posts and comments that can be reasonably considered insulting, bullying, discriminatory, offensive, threatening or obscene. AALA administrators will remove material that may incite violence or hatred.
- e. AALA administrators will remove posts and comments that may be defamatory.
- f. AALA administrators will remove posts and comments containing links to unsuitable material or videos of any kind.

Approved by National Executive Committee, 22 June 2021