



## **Australian Specialty Coffee Association Social Media Policy**

### **Terms**

**Social Media:** This relates to the use of many different types of Internet applications, which allow user-generated content and exchange. It includes blogs and microblogs (Twitter, Yammer), social networks (Facebook, MySpace, Instagram, LinkedIn), wikis (Wikipedia), podcasts, social bookmarking sites, discussion boards (Google groups, Yahoo! Groups) and photo and video sharing (Flickr, YouTube).

Australian Specialty Coffee Association: ASCA

**Brands:** These relate to all ASCA-owned events and assets.

### **Access to ASCA social media brands**

ASCA President

ASCA Communications Officer

ASCA Barista Guild Representative

ASCA Roaster's Guild Representative

ASCA state sub-committee (one communication point per state as approved by Communications Officer)

### **Professional use of ASCA brand social media channels**

The primary purpose of the ASCA brand social media channels should be to communicate with members, and grow the ASCA membership database.

The following purposes should be kept in mind when using ASCA branded channels:

1. Communicate important information to ASCA members
2. Promote ASCA brand to potential members and sponsors
3. Promote ASCA-owned events and programs
4. Promote ASCA sponsors

### **Things we should be doing on ASCA social media:**

- Post and promote ASCA events
- Post and promote ASCA sponsors
- Promote ASCA competition winners
- Post content that links to the ASCA website
- Post content that promotes ASCA as a knowledge-leader and promotes the Australian specialty coffee industry
- Encourage followers to become paying members
- Encourage followers to subscribe to the newsletter
- Publish comments and respond to messages using the ASCA voice

### **Things we shouldn't do on ASCA social media:**

- Post content that promotes non-members or sponsors
- Make opinionated posts and/or comments that do not represent ASCA
- Discuss Board issues or internal policies
- Make broad statements about the future or direction of ASCA without approval by the Board

*Please note that when liking, sharing, forwarding or commenting on third party content, this can be seen as an endorsement. Please keep in mind the above guidelines.*

### **Personal use of social media**

ASCA supports the use of private social media, however please be aware that content published on social media is publicly available, and can be viewed by ASCA volunteers, sponsors, competitors and members.

When using personal social media, you should ensure:

- That you are being mindful that your social media use keeps the above policies in mind
- That your personal social media use does not have a negative impact on ASCA, its volunteers, members or sponsors
- You don't make any comments that are inflammatory, obscene, defamatory, threatening, hassling, discriminatory or hateful about the coffee industry, related industries, or any individuals within them
- That comments are not, or could not be perceived as:
  - made on behalf of ASCA
  - critical of ASCA or any industries we operate in that it would raise questions about your ability to work professionally on behalf of ASCA
- That you do not promote companies or events that are directly competing with ASCA, or using branding that copies ASCA IP
- That you do not publish or promote content on your personal pages during a live stream or public event. That includes no live filming or streaming/stories during the event on any social media platform, no uploading of videos or content. Still photography is acceptable.
- That you tag and credit relevant parties included but not limited to ASCA, ASCA and its sponsors, accredited media companies.
- Livestreaming is strictly limited to ASCA's contracted marketing provider Show Pony and the exclusive microsite.

### **Breach of Social Media Policy**

If you breach the above policy on the ASCA social media account, your comments/posts may be deleted and if serious enough, your access to the ASCA social media account may be revoked.

If you breach the above policy on your personal social media, the ASCA Board of Directors may request that you remove any offending posts. Repeated offences may be referred to the Board to determine suitability to continue representing ASCA professionally.