



stanthorpe & granite belt chamber of commerce

Social Media Policy

1. Purpose

The purpose of this Social Media Policy is to provide a clear framework for the responsible, lawful and professional use of social media by the Granite Belt & Stanthorpe Chamber of Commerce (the Chamber). Social media plays a key role in advocacy, communication and stakeholder engagement within the Chamber's activities.

2. Scope

This policy applies to Committee Members, employees, contractors, volunteers and members when interacting with the Chamber's social media channels or when personal social media use may impact the Chamber's reputation or operations.

3. Definitions

Social media includes platforms and tools such as Facebook, Instagram, LinkedIn, TikTok, X, YouTube, websites, blogs, forums and emerging platforms used for communication, publishing or audience engagement.

4. Principles of Social Media Use

All social media use by or involving the Chamber must be:

- professional and respectful
- accurate and not misleading
- compliant with Australian laws
- consistent with the Chamber's purpose, constitution and values
- protective of the Chamber's reputation and relationships

5. Advocacy & Political Neutrality

The Chamber may advocate on issues relating to economic development, tourism, workforce, business growth and regional prosperity. The Chamber must remain neutral regarding political parties and candidates, and will not endorse, promote or campaign for electoral outcomes. Any engagement with government must be issue-based and non-partisan.

6. Official Chamber Accounts

Official Chamber social media accounts are owned by the Chamber. Administration rights must be held by a minimum of two authorised Committee Members. Content must be approved through the designated internal workflow. Access must be revoked immediately when roles change or upon request by the Executive Committee.



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7. Content Standards

Content posted by the Chamber must be:

- factually correct and verified
- respectful, inclusive and non-discriminatory
- aligned with current strategic priorities
- consistent in tone and style

Official Chamber channels must not post:

- defamatory content
- confidential or commercially sensitive information
- copyright-protected material without permission
- discriminatory, harassing or inflammatory content

8. Sponsor, Member & Partner Content

References to members, sponsors and partners must be accurate, respectful and consistent with agreements. Paid sponsorships or material advantages must be disclosed in line with transparency principles. The Chamber may decline to publish promotional material that conflicts with its mission or contractual obligations.

9. Moderation & House Rules

The Chamber may delete, hide or block content that is:

- defamatory
- offensive or abusive
- misleading or deceptive
- discriminatory or harassing
- fraudulent or spam
- contrary to the values, constitution or policies of the Chamber

Repeated breaches may result in blocking, revoking access or membership review.

10. Personal Social Media Use by Representatives

Individuals covered under this policy must not imply Chamber representation on personal platforms unless authorised. Individuals must not:

- damage or undermine the Chamber's reputation
- disclose confidential information
- harass, discriminate or defame others
- misrepresent opinions as Chamber positions

11. Event Media & Photo Consent

Attendance at Chamber events constitutes implied consent for photography or videography for promotional use. Individuals may request not to be photographed.



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Images of minors require explicit guardian consent. Media access at events will be managed to protect privacy, sponsorship and contractual rights.

12. Media & Public Commentary

Only authorised spokespersons may comment publicly on behalf of the Chamber. Media enquiries must be directed to the President or a designated representative. Unauthorised public commentary regarding Chamber business is prohibited.

13. Cybersecurity & Password Management

Passwords for official accounts must be stored securely and changed when roles transition. Two-person authentication and access controls must be implemented wherever possible.

14. Intellectual Property

Copyright, trademarks and third-party materials must not be used without permission unless covered by fair dealing exemptions. The Chamber retains ownership of digital assets it creates.

15. Data & Privacy Compliance

Personal data collected through social media, events or digital platforms must be handled in accordance with Australian privacy laws. Individuals have the right to request correction or removal of personal information.

16. Crisis, Issues & Escalation Management

In times of controversy, emergency or reputational risk, social media activity may be paused while the Executive Committee assesses and approves communications. External commentary must be unified and accurate.

17. Breaches & Consequences

Breaches of this policy may result in:

- removal of administrative privileges
- requests to remove content
- disciplinary action
- referral under grievance procedures
- termination of membership (where serious)
- legal action if required

18. Related Documents

This policy should be read alongside:

- Constitution
- Code of Conduct



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- Privacy Policy
- Grievance Policy
- Sponsorship & Partnership Policy

19. Review & Amendments

This policy will be reviewed annually or sooner if required by legislative, operational or governance changes.

I, _____, acknowledge that I have read and understood this policy and agree to comply with its provisions.

Signature: _____

Date: _____