

The Embroiderers' Guild ACT Inc

Social Media Policy

Scope

This policy:

- covers the Guild's website, social media accounts (ie Facebook, Instagram etc) or tools that enable participatory publishing and interaction over the internet.
- provides guidelines for Guild members to determine appropriate conduct while using, supporting or participating in social media accounts, platforms and forums.

Aims of using Social Media

- To publicise the Guild's activities and share members' work
- To interact with members of the embroidery community and related organisations

Governance

- The Guild Committee has oversight of all social media activities and is the final approval for the activities of the Communications Working Group
- The Communications Working Group will plan, implement and schedule changes and updates to the Guild's social media platforms and relevant policies and processes.
- Day to day tasks are managed by members of the Guild's Social Media Team

Content

- Posts will include the following types of content: details of member's work; publicity for events in which the Guild is involved; description of classes being held; discussion of embroidery techniques and history; links to other interesting items related to embroidery
- Members' private information will not be published (other than assigning names to items of work or classes). Photographs of members and their work will not be used without their permission.
- Comments and posts by members and visitors to the Guild's social media and other pages will be moderated. The Guild reserves the right to decline any comment. The Social Media Team will reply to comments at its discretion.
- Comments and responses do not necessarily represent opinions of the Guild or its members in general. Content/comments that are later deemed inappropriate will be removed.

This document should be read in conjunction with the Guild's:

- Copyright Policy
- Privacy Policy

Approved 8 August 2022