AACAI Website and Social Media Policy

18 December 2014

Introduction

AACAI recognises the value of the internet as a medium for exchange of information and for promoting the objectives of the Association. AACAI maintains several online platforms. These include a Facebook page (https://www.facebook.com/australianassociationofconsultingarchaeologistsinc) and a website (http://www.aacai.com.au), with a Twitter account to be created in 2015. We are most active on Facebook, where the majority of our membership are also active. Beyond these platforms, however, AACAI does not currently use any other social media services (such as YouTube, Instagram, Flickr or a blog). In addition to these online platforms, AACAI also has an email list (for members only), and a newsletter that is distributed via the email list and the website.

The National Executive Committee (NEC) of AACAI has developed this policy to ensure that AACAI Office Bearers and members, as well as our broader community of users, have a transparent set of guidelines to govern AACAI's website and social media usage, and to help ensure that our online community remains friendly and inclusive, while also meeting the purposes of the Association.

All decisions about the content of this policy, including what constitutes appropriate content, moderation decisions, acceptance of advertising and the resolution of complaints will be dealt with by the NEC.

What is Online Publication?

Publication online through social media platforms is considered to be whenever and wherever someone downloads what has been posted. Anyone who posts material online is subject to the laws of the jurisdiction in which the material is downloaded, rather than those of the jurisdiction where the material was posted (see Pearson 2012 for more details).

AACAI's Approach to Online Content

AACAI should ultimately retain control over content that it wishes to publish or promote. Social media is about engaging, interacting and building relationships both within our membership and beyond our membership with interested members of the public and other professional bodies. As such, Moderators will actively promote and share acceptable content through our social media services in order to continue to build these relationships. AACAI reserves the right to not publish comments, or to promote or share third-party content that is not considered to be in line with the policy outlined herein.

AACAI does not in any way endorse the actions or views of its followers or accounts that it follows. Further, AACAI does not endorse any tweets or replies made by accounts that AACAI follows. We will immediately 'unfollow' and 'block' any users who post content that contravenes the policies outlined here.

Twitter Content

All tweets that mention or reply to a tweet from the official AACAI account will be monitored by Moderators who will block any user who is found to contravene our policies.

Facebook Content

We will actively monitor content posted to our Facebook Page including comments on content we have posted. Content that is considered unacceptable will be immediately removed. Users who repeatedly post unacceptable content will also be added to the Moderation Blocked List on Facebook and will no longer be able to access our Facebook page.

Moderation

Moderators have been appointed to monitor and regulate all online activities of AACAI, along with user generated comments (such as to Facebook posts or Tweets). All posts will be moderated with 72 hours.

- Facebook: President (Lynley Wallis), Vice-President (Fiona Hook) and Secretariat (Cindy Shadiack)
- Twitter: President (Lynley Wallis), Vice-President (Fiona Hook) and Secretariat (Cindy Shadiack)
- Email list: Secretariat (Cindy Shadiack)
- Newsletter: Secretariat (Cindy Shadiack)
- Website: Secretariat (Cindy Shadiack)

In cases where a nominated moderator is on leave or in the field, a delegate will be nominated.

The individuals listed above should be contacted in the first instance with any queries regarding the application or interpretation of AACAI's Website and Social Media Policy.

Appropriate Content

AACAI reserves the right to make decisions about what constitutes appropriate online content for our audiences on a case-by-case base. This applies to both content created by AACAI or by third-parties, including content published on our website, as well as distributed by AACAI-managed social media accounts.

'Acceptable content' is that which is considered acceptable by the NEC in relation to the Objects and Rules of the Association as outlined in the AACAI Constitution and available online at http://www.aacai.com.au/about-aacai/constitution/#1.

Inappropriate content includes content that is outside the Objects and Rules of the Association, or that potentially breaches AACAI's Code of Ethics, which is available online at http://www.aacai.com.au/about-aacai/constitution/#3 or our other policies. All potential breaches of this Code of Ethics on our website or social media accounts by current AACAI members will be referred to the NEC.

AACAI will not publish or condone content that includes any of the following:

- Language that is libellous, defamatory, abusive, obscene, unlawful or that otherwise includes threatening or discriminatory language;
- Personal attacks or discriminatory comments based on race, gender, sexual orientation, age, disability or religion/belief;

- Any comments or content that contravene AACAI's Code of Ethics, Policies or are contrary to the rules of the Association;
- Solicitation or spam;
- Advertisement that is not related to the purposes of the Association as outlined in AACAI's Constitution;
- Intentional misrepresentation of another individual's views;
- Any comments that contain sensitive information or that are likely in violation of any law; or,
- Personal discussions or any comments that are off-topic.

AACAI will only post information to our online platforms about matters that are in the public domain.

Third-Party Content (by Members and Non-Members)

Third-party content refers to content that is created by an entity or individual who is not an Office Bearer of AACAI. AACAI fully supports and encourages the distribution of third-party content about activities, events, issues and opportunities that are relevant to AACAI's membership. To this end, we openly accept requests from current members to develop and contribute content to our Newsletter and various social media platforms. Such items might include, but are not necessarily limited to:

- AACAI news, calls for membership renewal, and announcements, including regarding the Student Support Fund;
- Opportunities for further study, requests for tenders, consulting registers, employment opportunities, situations vacant, professional development training and volunteer positions (the latter of which must be in line with AACAI's Policy on Volunteers);
- Information about legislative reviews across Australian jurisdictions;
- Announcements and information related to the *Journal of the Australian Association of Consulting Archaeologists Inc.* or our Newsletter;
- Information from third-parties including UNESCO and Australian ICOMOS;
- Announcements about seminars, conferences, links and other resources;
- Requests for voluntary assistance from our membership (such as for consulting-related online surveys etc.);
- Heritage and consulting related news items; and/or,
- Other content that is deemed acceptable by the NEC.

Members should contact the relevant Moderator in the first instance to discuss opportunities for posting content to the site. However, members should read the policies outlined below before doing so. Only content created or approved by the AACAI Moderators can and will be posted to our social media platforms.

All decisions about the appropriateness of third-party content will rest with the NEC and contributions may be edited by the relevant Moderator to ensure consistency with AACAI standards. We will attempt to minimise the duplication of content sent via different mechanisms.

Commercial Advertising and Sponsorship

Some of the content posted to the AACAI social media platforms may involve promoting opportunities of potential interest to members including seminars, conferences, professional

development training, workshops, short-courses, university courses and employment opportunities. Importantly, AACAI distinguishes between advertising of professional opportunities that are of relevance to our membership and commercial advertising. Third-party content is deemed to be commercial advertising when it explicitly sets out to market or promote a commercial product or service, and may include:

- Commercial analytical, research, consulting or other similar professional services;
- Commercial products and consumer goods including books and equipment;
- Financial services; and/or,
- Professional opportunities that are not clearly and directly related to the objectives of AACAI.

Decisions about what constitutes commercial advertising are made on a case-by-case basis by the Moderators of the relevant platform. AACAI reserves the right to decline requests to publish commercial advertisements on our site, however may elect to publish such content where a commercial service or product is considered to be of direct interest to our members. AACAI will always clearly disclose any paid advertising on our website or social media platforms.

AACAI does not accept sponsorship for our online activities.

AACAI Email Distribution List

AACAI's Secretariat runs an email distribution list. All current members, as well as members who have lapsed within the past two years are automatically included on this list unless they have advised the Secretariat that they do not wish to receive emails from AACAI.

The email list is a one way distribution list that will not be used for discussion amongst members. However, members can request that information be distributed via this list by contacting the AACAI Secretariat (aacai_sec@yahoo.com.au).

Content posted to the AACAI email distribution list includes material that is primarily only of interest to current members, and typically generated by AACAI for the purposes of promoting the Association and keeping members up-to-date with activities of the NEC and State Chapters, such as in relation to the preparation of government submissions and AACAI sponsored events etc. Generally speaking, information generated by third parties (such as job advertisements) will not be distributed via the Email Distribution List to avoid any potential conflict of interest or perceived endorsement that might be implied by such distribution. However, information by third parties may be distributed by AACAI via other social media platforms, such as Facebook and Twitter; we note that such dissemination does not necessarily imply AACAI's endorsement of the information provided by third parties, or of the third parties themselves.

Opting Out of the AACAI Email Distribution List

AACAI respects that members and users may not wish to receive updates and notifications via our Email list. Current members can opt out of receiving automated email notifications at by emailing the Secretariat (aacai_sec@yahoo.com.au).

Opting Out of the AACAI Facebook Page or Twitter Feed

Users of third-party social media services can opt out of receiving updates from the AACAI social media accounts by choosing to cease following our Facebook or Twitter accounts. AACAI is unable

to provide specific help to users who wish to unsubscribe from other third-party services. Users should review the help pages associated with the particular software or web service in question.

AACAI Website Fixed Content

AACAI maintains a range of content permanently on the website. Much of this relates to the Objectives and Rules of the Association, along with information about AACAI's membership. Beyond the professional information about our members that has been approved for publication on the AACAI website, AACAI will not reveal the private details of its members to third parties.

All fixed content on the AACAI website can be accessed via the menu system and, unless subject to a major update, will generally not be promoted or distributed via other social media platforms.

Members can request that their professional information displayed publically on the AACAI website site be updated, or offer new fixed content as is appropriate, by contacting AACAI's Secretariat (aacai_sec@yahoo.com.au).

If your AACAI membership has lapsed and you are unable to log in to the AACAI website to access the Members Only area, please contact the Secretariat (aacai_sec@yahoo.com.au).

Social Media Activity by Members

Members of AACAI are bound at all times by the AACAI Code of Ethics. While we are primarily concerned with monitoring usage of our own social media accounts, we will take complaints made against AACAI members regarding their personal use of social media seriously.

Further Information

Please direct all enquiries about our Website and Social Media Policy to the Secretariat in the first instance, or to the relevant Moderator of the specific platform in question (aacai_sec@yahoo.com.au).

References

Pearson, M. 2012 *Blogging and Tweeting without Getting Sued: A Global Guide to the Law for Anyone Writing Online*. Sydney: Allen and Unwin.