Items to detail in your Digital Marketing Policy to protect both your organisation and its members.

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| **What can and cannot be published?** Outline acceptable use policy for each social media presence. Incorporate complying with copyright laws and child protection / photography policy, if required.  |  |
| **Define what is inappropriate?**Specify what content isn’t acceptable e.g. explicit, or offensive comments/posts. |  |
| **Privacy principles, non-disclosure principles?**Putting privacy strategies or procedures in place to ensure the security of personal information. |  |
| **What is your approval process for all content?**Will one committee member oversee the approval of all content or will you have a team of people responsible? Ensure that this decision is well documented while maintaining the ability for speedy response times. |  |
| **Follow people and groups?** Set a policy about only following appropriate pages and groups. |  |
| **Do you use Event Listings?** Consider who can comment. Can the general public see the people attending - going/interested, etc.? |  |
| **Who can comment and what account can they use?** Determine who should comment / reply to posts.  |  |
| **Will you have a procedure around accepting friends/followers?** |  |
| **What is your content removal procedure for inappropriate content?** Outline procedures for warning users and the subsequent removal or banning of the specified content/user? |  |
| **How do you plan to make members aware of this policy?**E.g. Signature check on registration form that they have received a copy of the policy. |  |