

Social Media Policy:



We recognize that members and Clubs use social media tools as another way to connect with members and potential members, share information about BPW Australia, and industry or career insights.

Whether or not you are acting on behalf of BPW Australia, your BPW Club or using your personal social media accounts or blogs to talk about our clubs or network (e.g., projects, campaigns, events, organisation content, and related stories), always use good judgment and remember that you are still representing the brand.

BPW Australia takes our responsibility to the ongoing guardianship of our platform, history and brand seriously, and will seek to address any club posts which diminish or risk disrepute to BPW.

We also value being a social community and recognize the benefits your social contributions can bring to the greater organisation. So, if you choose to be active online to share content about your BPW Club, BPW Australia or BPW International here are some policy points to keep in mind while we navigate the ins and outs of the online world.

- To use BPW Australia owned social media accounts, logos and/or BPW Australia photos and video on behalf of BPW Australia, you must be approved and trained. Contact the BPW Australia Director of Marketing (marketing@bpw.com.au) or your State Rep to find out how.
- It is important to connect your posts (as often as possible) to the core mission and values of BPW, to current BPW Australia advocacy positions (including Conference Resolutions) and to the SDGs.
- Club pages should reflect all of the areas of action for BPW Australia and BPW International; including the world of work, gender equity, projects, leadership, and action against violence. Please review your pages regularly to ensure that there is balanced content.
- BPW is a politically non-aligned community. Avoid posting content that could be seen as endorsing or promoting any political party. If there is a story or political party announcement that may be of interest to members, please refer it to BPW Australia for posting, with appropriate commentary. Remember, you are representing the brand.
- Avoid posting sensitive, private or confidential information (e.g., unannounced promotions, internal competition results, advocacy strategy). Remember, you are representing the brand.
- Respect member privacy. Never give out their personal information (e.g., personal addresses or phone numbers).
- Don't post unflattering photos of, or make negative comments about our members, potential members or (where applicable) event sponsors.
- Don't post comments about a club, member or guest that could be perceived as harassing, threatening, retaliatory or discriminatory.
- You may be legally responsible for the content you post, so respect brands, trademarks and copyrights
- Don't be afraid to ask questions or raise any concerns! We want you to feel comfortable engaging the Board about social media and what you are sharing online. Reach out to the BPW Australia President (president@BPW.com.au), Director of Marketing (marketing@bpw.com.au) or your State Rep.
- If you're posting something that might be at-odds with the mission of BPW Australia, including a disclaimer is advisable — e.g. "these views are mine alone, they do not reflect the views of BPW Australia." But even with that, what you say on social media (or anywhere else) may be seen by others as a reflection of BPW Australia. If you feel you need the disclaimer on your Club page, it may be an idea to reconsider the post – or contact your State Rep to discuss.
- Remember to not speak or post on behalf of BPW Australia unless authorized to do so by the Board.

Clubs and members who do not adhere to these guidelines may be addressed by the BPW Australia Board under our membership Code of Conduct.

Members are responsible for the content they publish on social media and should use good judgment. Members should be mindful that the things they say or do on social media are publicly available and searchable and may be forever accessible, which can be then associated to BPW Australia. Comments, expressions, and other postings on social media must be honest and respectful of others; respect confidential, personal, and proprietary information; and comply with applicable local, state, and federal laws and BPW Australia.

Social media definition: Online, electronic, or Internet media, tools, communities, and spaces for social interaction, sharing user generated content, or public or semi-public communication. Social media typically uses web-based technologies to turn communication into interactive dialogues. Social media can take many different forms, including internet forums, blogs & microblogs, online profiles, wikis, podcasts, pictures and video, email, text, instant messaging, music-sharing, and chat, to name just a few.

Examples of social media include but are not limited to the following: [LinkedIn](#), [Facebook](#), [Instagram](#), Wikipedia, YouTube, [Twitter](#), [Pinterest](#), and blogs.

BPW Australia's Social Media Policy, Social Media Guidelines, Code of Conduct align with our BPW Aims and Objectives of BPW. We ask that all members respect and abide by the BPW Code of Conduct and Policies to align with our purpose and mission about BPW, have respect and be kind to each other.

Our Purpose

BPW Australia takes action for women's equality – at work, on boards, in leadership.

Our Mission

BPW supports and actively promotes personal development, provides a forum for the exchange of ideas, knowledge and experience and lobbies on issues affecting women.

Our Aims

BPW Australia aims to unite business, professional and other working women across Australia

1. to work for women's:
 - economic independence
 - equal opportunity and representation in economic, civil and political life
2. to encourage and support women and girls to:
 - develop their professional and leadership potential
 - undertake lifelong education and training
 - use their abilities for the benefit of others, locally, nationally and internationally
3. to advocate:
 - for the elimination of all discrimination against women
 - for human rights and the use of gender-sensitive perspectives
4. to undertake:
 - national and international networking and co-operation
 - non-profit projects that help women gain economic independence
 - to present the views of Australian women to BPW International, responsible Australian authorities, governments, business and civil society

These Aims are adapted from the 2011 BPW International Aims

Use of BPW Logo

The correct logo must be used in all publishing material in print as well as used in a professional manner on social media in keeping with the BPW Brand. Refer to our Branding Kit for more detailed information.