

ASME Social Media Guidelines

This document is to be used as a guide to inform the use of social media by members of ASME, when they are contributing to various music education sites housed by ASME or related professional associations. (October 1 - 2019)

Purpose

This document has been developed to assist Australian Society for Music Education members with responsible use of social media when participating in forums or online communities that relate to the work of ASME, i.e., text, audio, video and images. This policy is designed to protect the interests of the Australian Society for Music Education (ASME) and its individual members as they contribute to online and social media-based communication.

Definition

Social media describes the online and technological tools that people use to easily share information and content (including profiles, opinions, insights, experiences, perspectives and media itself) in communities on the internet, thus facilitating conversations and interaction between people. Examples of such sites include: Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Chat-rooms, online petitions, Wikipedia and blogging sites. This policy recognises that as technology changes, there may be other forms of sharing social media and social networking

Social Media Conduct

All members are reminded that the internet is not an anonymous tool and that anything posted can be traced back to the individual (even if subsequently deleted) which has the potential to reflect upon the individual and ASME.

Social Media platforms can effectively support the aims of the association www.asme.edu.au and members are encouraged to share information that enhances music education locally, nationally and internationally.

Comments made should reflect the broader aims of ASME.

Primary Goals of Social Media

ASME embraces social media as a set of communications channels for a variety of reasons. Social media can assist with:

- Engagement and outreach to members and prospective members and making them feel part of the ASME community.
- Promoting the benefits of ASME and providing information, support, and advice to prospective members.
- Building relationships and increased engagement with current ASME members
- Providing student support, outreach and award opportunities
- Building contact across and between researchers and teachers
- Delivering a high level of customer service to enquirers.
- Developing relationships with key community groups online.
- Building a national and international profile and reputation for ASME

Suitable topics could include:

- advocacy, research, professional learning resources, musical events and music education more broadly.

When using Social Media, it is expected that:

- appropriate personal and professional boundaries and behaviours are observed
- copyright law is observed
- online behaviour reflects the same standards of honesty, respect, and consideration that a person uses when communicating face-to-face,
- views expressed do not include bullying, harassment, offensive comments, derogatory or disparaging remarks about any individuals, organisations or associations
- Interaction respects the rights, privacy and confidentiality of others
- content is accurate and not misleading
- images of people are not used without prior consent

This policy is not intended to discourage nor unduly limit a person's personal expression or online activities; however, potential for direct or indirect damage to be caused to others in our community or the association through inappropriate use of social media is very real. As such a person's online behaviour should reflect the same standards of honesty, respect, and consideration that a person uses face-to-face.