

Appendix 7 AIH Communications (incl Social Media) Policy– September 2023

This policy governs the publication and commentary in communications of all AIH members, contractors and service providers and its related partners and associates, whenever they identify themselves as representing AIH

All communications in publications, representing AIH and users of social media should comply with this policy and the ethical standards of the member's Code of Ethics.

The policy covers communications through magazines, blogs, personal commentary and social media. This policy complements any existing or future policies regarding the use of technology, computers, email, cloud and the internet.

If representing AIH, your AIH profile on social media sites must be consistent with the member's profile on the AIH website and / or other AIH publications. Specific AIH social media identities, logon ID's and usernames may not use "AIH" without prior approval from the Secretary.

When publishing or commenting without reference to AIH all are free to publish or comment in accordance with this policy.

Policy violations will be subject to disciplinary action, up to and including termination of membership or service contract as determined by the Executive.

Respect Confidentiality, Privacy and Copyright laws.

It is mandatory that all communications apply the laws governing privacy and confidentiality, copyright and fair use of, or dealing with, copyrighted material owned by others. This includes AIH's own copyright and brands.

Respect the Audience.

The public in general, AIH members and contractors, sponsors, clients and service providers, reflect a diverse set of customs, values and points of view.

Communications must avoid expressing any contradictory comments or be in conflict with all AIH policies. This includes but not limited to: ethnic slurs, offensive comments, protecting privacy, defamatory comments, personal insults, obscenities, bullying, politics, religion, declaration of invasive and weed species, use of chemicals named by brand and maker etc.

No statement should be represented as the official view of AIH if in contradiction to AIH policies.

Not Sure? Check with the **Secretary** before publishing or commenting on behalf of AIH etc.

Steps to take:

Whatever is published or comments shared can have unintended consequences. As an organisation representing professional horticulturists, it relies on its members' integrity & compliance with the Code of Ethics.

- Members, customers, sponsors, industry partners and suppliers should not be cited nor referenced without prior approval.
- Permission is required before naming individuals or publicly discussing confidential details of AIH projects. It is acceptable to discuss general details about projects, on condition the information provided does not violate any non-disclosure agreements with a third party or readily identifies the third party.
- If an error is made quickly correct the statement. If an earlier post is modified, clearly note the change as an erratum.
- If an accusation is made regarding any communication e.g. copyrighted material or a defamatory comment, quick action is required and the President immediately advised. In the short term remove the material immediately to lessen the possibility of litigation.
- Unless the content has prior approval of the Secretary, wherever practical, a disclaimer should be added to say that while the author may represent AIH, anything published is the author's personal opinion, and does not necessarily express the opinions of AIH.

This policy includes the following guidelines and permissions:

All AIH profiles remain the property of AIH and as such the current login details and passwords should be stored and known to the Executive.

Facebook, Instagram LinkedIn and X (formerly known as Twitter) – There will be two people with Admin status on these accounts to facilitate recovery if one person's personal account is suspended for some reason. It should be brought to the attention of the Executive if this is not the case and rectified.

It is required that all material posted to social media is relevant to horticulture. Approval does not have to be sought to post appropriate and interesting articles after ensuring any copyright or privacy issues are not impacted. No specific advertising of products or services is to be posted.

Mailchimp – All content to be emailed to members must be approved by the Executive and forwarded to members@aih.org.au for distribution.

Website. All changes or additions to the website must be approved by the Executive and forwarded to members@aih.org.au to be actioned.

Policy Review This policy will be reviewed as needed or annually by the Executive.