

SOCIAL MEDIA POLICY

This social media policy outlines how the APMA and its members should conduct themselves via the web. It helps protect your APMA's online reputation and encourages Members to also get involved in sharing about the APMA in their online networks.



POSTING RULES AND REGULATIONS

It is required by ACCC that someone identifies themselves when discussing organisation related matters on social media, this can be completed on the about us page. Individuals posting on behalf of the APMA must disclose their role with the APMA and create content in good faith.

- APMA pages must be used in conjunction with the Code of Ethics and in support of the APMA decisions, philosophy and mission.
- Posts that make opinion-based and factual statements relating to the APMA, the Pilates Industry must be approved by the appropriate channels and confirmed in writing.
- Council members or Subcommittee members are representatives of the APMA and the APMA brand.
- APMA Council, Sub-committee members and members past and present should not involve themselves in malicious, derogatory, offensive or belittling comments, posts, images or content. Any form of harassment will not be tolerated.
- Trolls/ Bullies will be blocked and reported. If a member with the APMA they will be removed and blocked from utilizing sites. If an Ambassador, they will lose their ambassador privileges.
- Should issues persist further than they can contact the administration and council.

APMA SOCIAL ACCOUNTS

OFFICIAL APMA ACCOUNTS



APMA Official Business Page

/AustPilatesMethodAssn/

APMA Official Member Group

Search: Official APMA Members Group

APMA Official Student Connect Group

Invitation only. Contact the APMA to join



APMA Official Instagram

@AustPilatesMethodAssn



APMA YouTube Channel

<https://www.youtube.com/channel/UC7kkB5Sbg5PRopH679IBauQ>

APMA UNOFFICIAL AMBASSADOR ACCOUNTS

These are accounts that are created by individuals who were directly involved with council or council sub-committee for the purposes of improving communication and support of members of the APMA.



APMA Friends Page

Hosted by Donna Oliver

<https://www.facebook.com/groups/668026366692596/>

It is important to promote inclusivity on and off social media. Showing APMA members that we care, guidelines are as follows:

- Use inclusive pronouns (they, them theirs/folks).
- Don't make assumptions about gender, race, experience or ability.
- Avoid gender or race specific emoji's.
- Feel free to share your preferred pronouns.
- Use title case for hashtags - it makes them more legible for screen readers.
- Provide descriptive captions for images.
- Be thoughtful about presentation.
- APMA Council, Sub-committee members and members past and present should encourage inclusivity and be supportive of all other teachers throughout their journey.
- APMA does not endorse other pilates courses online, should this be found it should be reported to administrators of the APMA Main page who will contact the owner of the post.

CYBER SAFETY

The APMA does not collect data on any individual via its social media sites. The APMA Website, www.australianpilates.asn.au does collect data of its members including name, member status, date of birth and address. It's paramount that you and your employees protect those details. It is because of this that we follow the following protocols around maintaining safety when navigating online, this is specifically for those who hold or are provided with account information:

- Limit the personal and professional information you share
- Choose strong passwords
- Use a different password for every social account
- Don't use the same passwords for your corporate accounts
- Use two-factor (or multi-factor) authentication to log in to social networks
- Use personal credentials for personal social media accounts
- Only activate geolocation services on apps when necessary
- Practice safe browsing
- Make sure your Internet connection is secure
- Do not download or click on suspicious content



PRIVACY

All APMA Council, Subcommittee and its members are to avoid sharing confidential information. This includes private information about coworkers, private communications, financial disclosures, research and development news, upcoming products, or any other sensitive information.

LEGAL CONSIDERATIONS

A reminder that it is important to respect intellectual property, copyright, trademarks, and other relevant laws.

A good rule of thumb is: If it's not yours, and you don't have permission, don't post it.

DO'S AND DON'TS

Do's and don'ts spell things out super clearly. Some things may seem obvious, but they may not be obvious to everyone.

Here are a few do's and don'ts you may want to include:

DO list the APMA in your social media bio (if you wish to)

DON'T engage with competitors in an inappropriate way

DO share APMA posts, events, and stories

DON'T engage with negative coverage or comments

DO express your own opinion. Just make sure it's clear you're not speaking on behalf of the APMA

DON'T comment on legal matters pertaining to the company

DO report harassment you've experienced or noticed