CAUTHE social media policy

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Policy statement

This policy outlines the expectations for reasonable and responsible use of social media for posting about or on behalf of CAUTHE, the organisation, members, events, or activities and CAUTHE's Journal of Hospitality and Tourism Management (JHTM).

Social media sites containing the CAUTHE name or logo require prior approval from the CAUTHE Executive. A request for approval must be submitted by email to the CAUTHE Secretariat and will be considered by the Executive at the next possible meeting.

An email address is required before membership is granted to a CAUTHE social media site. Permission must be sought before posting someone else's image or information to social media.

CAUTHE members are responsible for managing the content on the social media sites they manage. This includes monitoring comments and deleting any unacceptable content. Unacceptable content is defined as anything that:

1. is used to abuse, discriminate, harass, stalk or threaten,
2. is libellous, knowingly false, or misrepresents another person or organisation,
3. infringes upon a copyright or trademark,
4. violates an obligation of confidentiality,
5. violates the privacy of others.

If posts veer into abuse or libel, CAUTHE supports the use of disciplinary rules to resolve issues rather than responding to inappropriate comments via social media.

Any posts or comments that are deemed inappropriate can be removed without notice. CAUTHE reserves the right to add or remove users in social media groups without notice and may follow-up with respective organisations, if necessary.

Rationale

Social media sites, forums and blogs can be positive avenues for sharing interests and knowledge and expressing creativity. CAUTHE and JHTM's social media pages are used for communication and content sharing.

CAUTHE encourages members to use these channels to engage with CAUTHE and other members, to discuss issues, promote events and information relating to tourism, hospitality, and events (TH&E) education and research, and become valuable online ambassadors for CAUTHE and its Journal.

However, online discussions and the posting of online content have the potential to cause distress to individuals or groups, and detract from members' involvement in CAUTHE activities, if used inappropriately. It is vital that all CAUTHE members adhere to the code of conduct when using social media.

Code of conduct

The CAUTHE social media policy is guided by the key principles of the Code of conduct which are:

- CAUTHE promotes an environment where people show respect for others and their property. Respect is defined as consideration for an individual or group's physical and emotional well-being and possessions including seeking permission to post images or information as appropriate, to ensure no damage or deprivation is caused to either.

- CAUTHE promotes an environment that is free from harassment. Harassment is defined as any action directed at an individual or group that creates a hostile, intimidating or offensive environment.

- CAUTHE actively promotes equality and operate in a non-discriminatory environment. This involves respecting the right, dignity and worth of every human being, within the context of the activity and treat everyone equally.

- Persons to whom this code applies acknowledge and agree to comply with CAUTHE's disciplinary rules (CAUTHE Objects and Rules,10 *Disciplining of members*). If any disciplinary action is taken, persons directly affected shall be given the opportunity to participate in those proceedings and the right to appeal against any decision against them.

In accordance with the code of conduct, the following guidance is provided for all CAUTHE members posting on social media.

- Think before posting. Only post content that you would be comfortable delivering in person. Even if posting to a private section of a social networking site comments can easily be found and appear in public areas through a variety of means.

- CAUTHE members connect privately before they respond publicly. If conflict or misrepresentation occurs on social media, approach the individual privately to address the issue, or find an intermediary who can do so, before publishing any posts or comments about the issue online.