

## REGULATION 13 - SOCIAL MEDIA

### 1. **General**

- 1.1. This regulation sets standards of behaviour expected and required of members of the New Zealand Institute of Building Surveyors Inc when using social media related to building surveying, or any aligned subject matter.
- 1.2. Social media includes blogs, wikis, social networking websites, podcasts, forums, message boards, or comments on web-articles, such as Twitter, Facebook, LinkedIn and any other such social networking/sharing site, on the Internet. This includes the NZIBS Chat Group.

### 2. **Members**

- 2.1. This regulation covers all members, life members, transitional members, retired members and student members (“Members”).

### 3. **Scope**

- 3.1. Members are to comply with this Regulation at all times to protect the ethics and interests of the NZIBS, the privacy and confidentiality of its Members and the wider public.

### 4. **NZIBS Social Media Websites.**

- 4.1. Only the NZIBS General Manager, Executive Assistant, or other Member authorised in writing by the Executive are permitted to post material on its social media websites on behalf of the NZIBS.
- 4.2. Members authorised under Clause 4.1 to act on behalf of the NZIBS must provide and update their access details to the General Manager and to the Executive Assistant without undue delay.

### 5. **Social Media for NZIBS, Professional or Business Activities**

- 5.1. The Executive recognizes the importance of the Internet and social media in shaping public thinking about NZIBS and its services, and Members and their services. The Executive also recognizes the importance of NZIBS Members joining in and helping shape industry conversations and direction through interaction in social media.

- 5.2. When using social media for professional or business purposes, **Members are required to:**
- a. Be mindful of the impact your contribution might make to people's perceptions of NZIBS and its members. If you make a mistake in a contribution, you must correct it promptly.
  - b. When making use of any social media platform, you must read and comply with its terms of use.
  - c. Be aware you are personally responsible for content you publish on line and that what is published may remain accessible for many years.
  - d. Always write in the first person, identify who you are and what your role is.
  - e. Do not upload, post, forward or post a link to any abusive, obscene, discriminatory, harassing, derogatory or defamatory content.
  - f. Never disclose commercially sensitive, anti-competitive, private or confidential information. *(If you are unsure whether the information you wish to share falls within one of these categories, you should discuss this with your lawyer).*
  - g. Do not upload, post or forward any content belonging to a third party unless you have the third party's written consent. This includes material in breach of copyright or other intellectual property rights.
  - h. If you quote small excerpts from an article, particularly for the purposes of commenting on it or giving personal constructive opinion on it, you must quote accurately; including references and when in doubt post a link rather than copying. *(If you think an excerpt is too big, it probably is.)*
  - i. Before including a link to a third party website, check that any terms and conditions of that website permit you to link to it. All links must be done so that it is clear to the user that they have moved to the third party's website.
  - j. Do not post, upload, forward or post a link to chain mail, junk mail, cartoons, jokes or gossip.
  - k. Do not escalate and participate in heated on-line discussions.
  - l. Be relevant, respectful, and quote facts to any correct misrepresentations or misunderstandings.
  - m. Never contribute to a discussion when upset. Instead return to it later when you can contribute in a calm and rational manner. *(If you feel even slightly uneasy about something you are about to publish, then don't do it. When in doubt do not post.)*

- n. Do not discuss colleagues, competitors, or customers without their prior approval.
- o. Always consider others' privacy and avoid discussing topics that may be inflammatory
- p. Do not publish confidential information about others without express authority in writing.

## **6. General Guidance**

Before your first contribution on any social media site, observe the activity on the site for a while before launching in yourself to get a feel for the style of contributions, the nature of the content and any 'unwritten' rules that other contributors might follow.

If you notice any content posted on social media about us (whether complementary or critical) please report it to the General Manager or Executive Assistant.

Any Member, who feels that they have been harassed or bullied, or are offended by material posted or uploaded onto a social media website, should inform the General Manager or Executive Assistant.

Misuse of social media websites can, in certain circumstances, constitute a criminal offence or otherwise give rise to legal liability against you and NZIBS. It may also cause embarrassment to NZIBS and others.

Behaviour contrary to any Regulation issued by the NZIBS is grounds for disciplinary action.