

SOCIAL MEDIA GUIDELINES FOR VARIETY EVENT PARTICIPANTS

1. RATIONALE

These guidelines are designed to provide guidance to Variety event participants when using social media to:

- Add content to personal social media pages regarding Variety events
- Contribute to a blog or website in relation to Variety events

Variety event participants are encouraged to communicate about their involvement in these events, however we strongly urge anyone who participates in online commentary to understand and to follow these simple but important guidelines. The overall goal of these guidelines is to ensure any participation in these activities is conducted in a respectful, relevant way that protects the brand and reputation of Variety SA and does not jeopardise its future fundraising activities.

2. SCOPE

The following guidelines relate to involvement with social media platforms, including but not limited to Facebook, Twitter, Linked In, You Tube, online blogs and MySpace.

3. INSTRUCTION

When using social media platforms in relation to Variety events, you should consider the following:

1. Be aware of Variety's Vision, Mission, and Values and ensure any social media interactions are consistent with these values.
2. Be transparent. If you are writing about Variety, use your real name, identify any official involvement with Variety, and be clear about your role, where relevant.
3. Never participate in social media when the topic being discussed may be considered a crisis or accident situation. Even anonymous comments may be traced back to your or your IP address.
Refer any social media activity around crisis topics to the Event Chair immediately.
4. Be responsible for what you write and be authentic. Never represent yourself or Variety in a false or misleading way. All statements must be true and not misleading and all claims must be able to be substantiated.
5. Exercise good judgment and post only meaningful and respectful comments. Avoid spam and do not make remarks that may be deemed offensive.
6. Use common sense and common courtesy. Publish or report on only those issues and conversations that are relevant to you and always respect the privacy of others.
7. Consider your audience. Remember that your readers can come from anywhere, and may include current or future customers or stakeholders of Variety SA.
8. When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, attempt to disengage from the dialogue in a polite manner.
9. Be smart about protecting yourself and Variety. Remember what you publish is widely accessible and will be around for a long time, so consider the content carefully.

NOTE: Mainstream media inquiries must continue to be referred to Variety's Marketing & Communications Manager