



THE INSTITUTION OF FIRE ENGINEERS
FOUNDED 1918 • INCORPORATED 1924

New Zealand Branch



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IFE Social Networking Policy and Guideline

INTRODUCTION

To further the objectives of the Institution of Fire Engineers the New Zealand Branch hosts various forms of Social networking to communicate with and provide appropriate forums in which our members can share their views and knowledge. Various communication tools including a Facebook page and webpage communications are provided for the use of our membership and where appropriate other interested parties. 'Social networking' and in particular the use of Facebook provides forums in which communication by the Branch and to members can be made on a regular and timely basis providing substantial benefits to the membership and the Branch. Because members can provide instant feedback or content that can be viewed by IFE members and also the wider public, it is necessary to ensure that the content provided and hosted by the Branch complements the Institutions objectives but in no way can harm the Branch or wider IFE.

This document sets out the IFE NZ Branch policy and provides guidance on the use of Social networking to ensure the protection of the Branch and our members.

SOCIAL NETWORKING

Social networking is an increasingly popular way for people to communicate. While many social networking sites originally started as means to support or develop personal relationships, social networking sites have evolved to support and develop business relationships. Additionally, social networking sites are now used as a communications and outreach mechanism by for-profit and non-profit organizations alike. Because of their use particularly by young professionals, the use and leverage of social networking sites must be part of any communications strategy that endeavors to reach this demographic group.

Unlike traditional print-based means of communication, the content of social networking sites can be augmented by users. Indeed, this ability to augment items posted on social networking sites is part of what makes social networking sites attractive to users. However, it is still incumbent upon organizations that use social networking sites to ensure that postings complement the organization's goals.

As defined by these guidelines, "social networking sites" include social networks, blogs, wikis, photo-sharing, and other internet based sites that are colloquially known as "Web 2.0."



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ADMINISTRATION AND MANAGEMENT

Approval to operate any social networking site that is affiliated with the IFE NZ Branch or which has the words “Institution of Fire Engineers” or “IFE” in its title (collectively known as “IFE social networking sites”), must be granted by the IFE NZ Branch Council before the social networking site may be made available to the public.

IFE NZ social networking sites must be administered and moderated by a member of the IFE NZ Branch who is approved by the Branch Council. The site administrator is responsible for enforcing these policies on the SFPE social networking site.

The content of IFE NZ social networking sites shall be available to anyone who wishes to read them, although it is acceptable for the content to be only accessible to members of the hosting network (e.g., Facebook.) The person who makes the post must be identifiable to readers of the posting; anonymous posts are not permitted. The site administrator may revoke the privilege to make postings from users who repeatedly violate these guidelines.

ACCEPTABLE POSTS

Posts may be either moderated (submitted to the administrator for approval prior to appearing) or un-moderated (published directly to the site.) Where the administrator must first approve a post, the administrator shall make sure that the post conforms to the policies contained within this document. Where users can directly publish posts, the administrator shall periodically review posts to ensure that they conform to these policies. Whether moderated or not, the person who makes the post accepts all responsibility for the content of their postings.

All posts must comply with local laws, statutes, regulations, and policies of the locality in which the person who places the post on the site is located. Posts must be relevant to the practice of fire safety and engineering. Posts shall not contain profanity, personal attacks, political or religious statements, or any statements that may be considered derogatory to any subset of the population. Copyrighted material may not be posted unless permission is granted by the owner of the copyright.

Users of IFE NZ social networking sites are encouraged to bring any deviations from these policies to the attention of the site administrator or the IFE NZ Branch Council.

This policy should also be read in conjunction with the IFE head office forum rules which can be found on the following webpage:

<http://www.ife.org.uk/forum/forumrules>