



Standard Operating Procedure (SOP)

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CLUB SOCIAL MEDIA POLICY

Introduction

1. The purpose of this document is to define the Military Brotherhood MMC (MBMMC) social media.
2. Policy for the Club nationally.
3. The MBMMC Media Policy must be used in conjunction with the MBMMC Constitution.

Definitions

4. Social media refers to interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks.
5. Social media offers a tool for the MBMMC to inform members and the general community on what is happening in the Club and other activities.
6. Social Media may include (although is not limited to):
 - a. social networking sites (e.g. Facebook, Google+, LinkedIn, Bebo).
 - b. video and photo sharing sites (e.g. Flickr, YouTube, Instagram, Tik Tok).
 - c. blogs, including corporate and personal blogs, as well as blogs hosted by media outlets (eg 'comments' or 'your say' feature on dailytelegraph.com.au).
 - d. micro-blogging (e.g. Twitter, Yammer).
 - e. wikis and online collaborations (e.g. Wikipedia).
 - f. forums, groups, discussion, and bulletin boards (eg Google groups, union forums).
 - g. vodcasting and podcasting (e.g. YouTube, Vemo, iTunes).
 - h. virtual worlds (e.g. Second Life).
 - i. instant messaging (including SMS, MMS, Facebook Messenger, iMessage)

- j. geo-spatial tagging (Foursquare, Facebook, Google Places).
- k. collaborative e-learning sites and technologies, (eg Moodle, Adobe Connect, Blackboard Eluminate).
- l. Online review sites and apps.
- m. Email.

Accountabilities

- 7. The Club President or their nominated representative is accountable for the implementation of this policy.
- 8. The Club President must periodically review the Policy to ensure that it aligns with relevant Club policies and State and Federal legislation and that related guidelines are relevant and up to date.
- 9. The Club President will regularly inform of any changes to the policy.
- 10. Each Sub-branch President is accountable for what a member (Service or Sierra Squad) of his Sub Branch places on social media and which is deemed to be inappropriate.
- 11. Each Sub Branch President then has an obligation to the Club to ensure removal of such inappropriate material.

Legal and Policy frameworks

- 12. This policy and all associated procedures are supported by the following policy and legislative framework:
 - a. Club Constitution
 - b. Privacy Act (All States and Levels).
 - c. Criminal Codes (All States and Levels).

Policy Principles

- 13. The objective of this policy is to define the operation of social media within the Club at a National level.
- 14. The behaviour of members using an official Club social media platform that carries the Club logo or name at a National level is defined by the Club Constitution.
- 15. The personal use of social media where members identify an affiliation with or comment upon the Club, its members, or activities online is defined and regulated by the provisions of the Club Constitution.

16. The MBMMC is a non-political organisation and comments by members of the Club on past, current or future political issues while representing themselves as a member of the MBMMC are not to be included in any form of social media.

Operational use of social media

17. The social media function can be an integral part of Club operations. Its goals are to:
- give the Club members information.
 - inform the public about Club events.
 - enhance the effectiveness of Club awareness of its activities.

Responsibilities

18. All members are to be familiar with and must comply with this policy, and all relevant provisions as documented in the Club Constitution.
19. Members must not be abusive, show disrespect to another member or the Club, nor be disrespectful to any other motorcycle club or member of the public, while using social media.
[See Paragraph 23 - 26 for conduct expectations and disciplinary procedures.](#)
20. The provisions of the Club Constitution must always be adhered to when members use any form of social media where the Club is referred to, or Club regalia, logos or titles are used.

Establishment of Sites

21. All social media sites that carry the Club logo and are administered by Club members are affected by this policy. Such sites represent the Club and are bound by the Constitution affecting the Club.

Facebook

22. Sub-branch Facebook pages are to have no less than three (3) Administrators. These are to be three (3) members of the Sub-branch being made up of Service Members and Sierra Squad Members and are to be responsible to the Sub-branch President for:
- Regularly monitoring the content of the site.
 - Advising the Subbranch Executive of any perceived inappropriate text or graphics that has been uploaded, [including posts by non-members or uninvited contributors as outlined in Paragraph 23 – 26.](#)

- c. Removing any inappropriate text or graphics once the Executive has been advised.
 - d. The profile picture and page profile information are to incorporate the MBMMC logo.
- These are to be in the format established in the Constitution of the MBMMC.

Posting Permissions and Member Conduct

23. External Posting Restrictions:

- a. MBMMC-affiliated social media pages, groups, and forums must not allow unvetted individuals (i.e. non-members or those not invited by a verified member) to post content, comments, or media.
- b. Page administrators must:
 - i. Approve all new contributors.
 - ii. Monitor posts for compliance with Club values.
 - iii. Remove or report any content that targets, defames, or harasses veterans — whether MBMMC members or not.

24. Protection of Veterans' Dignity. MBMMC upholds the dignity of all veterans. Posts that denigrate, shame, or publicly accuse another veteran — regardless of Club affiliation — are strictly prohibited. This includes:

- a. Sharing unverified allegations.
- b. Posting identifying photos or personal details.
- c. Using language that incites ridicule, hostility, or harm.

25. Member Accountability and Penalties. Any MBMMC member who uses social media to target, defame, or harass another member may face disciplinary action, including:

- a. Formal warning.
- b. Suspension of membership privileges.
- c. Referral to the Disciplinary Committee for potential expulsion.
- d. If the post leads to third-party threats, reputational damage, or mental distress, the matter may be escalated to legal authorities and recorded as a breach of Club Code of Conduct.

26. Reporting and Remediation. Members who witness inappropriate posts must report them to their Sub-Branch Secretary or State President. Page administrators must act promptly to:

- a. Remove offending content.
- b. Notify the National Executive.
- c. Support affected members, including referral to Welfare Officers if needed.

Twitter

27. Any Club member can establish a Twitter account and is responsible for its content as per the Club Constitution.

You Tube

28. The Club does not discriminate regarding the use of You Tube. Any video demonstrating Club objectives and activities in a positive way are approved for use on You Tube. Any Club member can upload Club content to You Tube but is responsible to their subbranch.

Other Social Media

29. Club members may establish additional social media platforms where these are determined to be in the Club interest and are able to be adequately supported.

Nomenclature and Identifiers

30. All sites are to be named using a set convention as specified in paragraph 27.

31. Military Brotherhood MMC, followed by Sub-branch name.

- a. One example is: Military Brotherhood MMC Sydney Sub-branch
- b. Second example is: Military Brotherhood MMC Adelaide Sub-branch

Email Address Format for Sub Branch Executives

32. Emails are a common means of communication and document transfer within the Club. While it is not feasible for all Sub Branches to adopt a uniform format, the layout provided in paragraph 31 should be followed wherever possible. This will facilitate the transition of email addresses to new members who assume Executive positions after an AGM election or a member's resignation, ensuring uninterrupted email correspondence without the need to change the address for the Sub Branch Executive position.
33. An email address is a unique identifier for an email account that allows members to send and receive emails. It's made up of three parts:
- a. Local part: The username, which is the name chosen to identify the member for sending and receiving emails.
 - b. @ symbol: The separator between the local-part and the domain.
 - c. Domain: The internet designation for the email host, which can be a company, organization, or government entity.

34. In some cases, Sub Branches may have their own domain; where possible, this should contain "MBMMC" and the Sub Branch name to help identify the emails. In most cases, a third-party email provider such as Yahoo, BigPond, Outlook, etc. will be used, meaning the domain name will be tied to that provider.

35. The local (front) part of the email address should follow the format below:

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|----|-----------------------------|---------------------------|
| a. | Pres.[sub branch]@[domain] | eg Pres.Lakes@outlook.com |
| b. | VP.[sub branch]@[domain] | eg VP. Lakes@outlook.com |
| c. | Sec.[sub branch]@[domain] | eg Secs.Lakes@outlook.com |
| d. | Treas.[sub branch]@[domain] | eg Tres.Lakes@outlook.com |
| e. | SSM.[sub branch]@[domain] | eg SSM.Lakes@outlook.com |
| f. | QM.[sub branch]@[domain] | eg QM.Lakes@outlook.com |
| g. | SSL.[sub branch]@[domain] | eg SSL.Lakes@outlook.com |
| h. | DC.[sub branch]@[domain] | eg DC.Lakes@outlook.com |
| i. | RC.[sub branch]@[domain] | eg RC.Lakes@outlook.com |

36. The Sub Branch should nominate an IT Administrator to manage these email addresses and assist members in setting up their computers and/or mobile phones for Executive email access. The IT Administrator is also responsible for controlling all email address passwords and resets.

Management of Sites

37. All sites are to be managed by nominated members of the relevant Sub-branch. The relevant Sub Branch Executive shall be responsible for overall content of the site, [including enforcement of posting permissions and conduct standards as outlined in Paragraph 23 – 26.](#)

Disestablishing a Site

38. Before disestablishing a social media site, the member responsible for the site should email the intention to cease the site to their Sub-branch Executive or NEC MBMMC.

Further advice

39. Further advice on this policy should be referred to the NEC, MBMMC.