



DBSA SOCIAL MEDIA WORKING GROUP

CHARTER AND TERMS OF REFERENCE

Reviewed December 2022

Purpose

- The purpose of the DBSA Social Media Working Group is to maintain the DBSA website, Facebook and Instagram social media platforms and ensure that content is current, accurate, responsive, timely, accessible and appropriate.
- The appearance of the website and social media platforms needs to reflect the vibrant, inclusive, and diverse nature of our sport across South Australia (SA) as our prime focus with wider national posts as required that supports our objective with inclusivity and diversity for all.

Objectives

- To update content on the DBSA website, Facebook and Instagram social media platforms in a timely manner in regard to Regatta and other race event results, pictures, and timely awareness days, events such as come and try, dragon pass, dragon mites and relevant training courses across SA for the dragon boating community to have access too.
- Ensure that all Member Organisations' details are accurately displayed on the website using the # and the @ and the tagging accurately to post and collaborate with other dragon boating clubs and communities
- Maintain the calendar on the social media platforms (Facebook and Instagram respectively) so, members can know in advance of events coming up that season
- Ensure that information is easily accessible and consistent across all social media platforms and the webpage- this includes Facebook, Instagram and the webpage.
- Ensure that our Sponsors and their links are current and relevant using their logos and tagging where necessary into posts across social media posts to build not only our brand but theirs too in a collaborative approach.
- Ensure that race results are available on the site within the week following a regatta/race using a selection of pictures that represents different clubs, officials, volunteers, paddlers, sweeps, coaches and supporters with consent gained written and verbally on the day.
- Make recommendations to the DBSA Board in regard to expenditure as appropriate across social media platforms and the webpage – to date there has not been any and there is not expected to be any from advertising and other social media associated costs.
- Other duties as allocated and discussed between the Working Group. This may include information about cancelled race days, coaching and sweep/drummer courses and other training courses available and other important announcements as decided by the Board.

Structure

- The Working Group will consist of representatives from member clubs of DBSA who express an interest in monitoring and maintaining the DBSA website, and social media platforms along with two members of the Board.
- The Portfolio Lead will call for Expressions of Interest from Member Organisations and select nominees for approval of the Board.



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- It is expected that any nominee will have the necessary expertise to assist in the objectives of the Working Group.
- Working Group members will be expected to commit themselves to carrying out assigned tasks within allocated time frames and to responding responsibly, reliably, and promptly to internal communications.
- The Portfolio Lead will report to the Board on progress, any issues, and insights across social media platforms.
- The DBSA social media accounts are 'professional accounts'.

Accountability

- The Working Group is accountable to the DBSA Board.

Meetings

- The Working Group shall meet as required.

Conflict of Interest

- Working Group members are required to bring to the attention of the Portfolio Lead any conflict of interest or potential conflict they may have with any item on the agenda.
- If a Working Group member is deemed to have a real or perceived conflict of interest in a matter that is being considered at a meeting, they will be excused from discussions and deliberations.

Reporting

- The Working Group will report to the DBSA Board.
- The DBSA Portfolio Lead will provide updates on the working group progress to the DBSA Board during Board meetings and at other times when relevant.

Authority

- The Social Media Working Group will prepare plans for ratification by the DBSA Board.
- Any expenditure must be authorised by the DBSA Board prior to any decisions being made.