



SOCIAL MEDIA POLICY

A. THE PURPOSE OF THE POLICY

1. This Policy provides guidance for the use of the PABASA name and brand identity on social media.
2. PABASA recognises the value and importance of social media tools and platforms in providing instant communication to its membership, stakeholders in the legal profession and members of the public.
3. PABASA acknowledges that an online presence is important to a Bar association that is founded on the values of transformation, excellence and integrity and that the PABASA brand must be promoted and protected. A high priority is placed on ensuring that the communication we post aligns with our image, values, and messaging to safeguard our reputation.
4. This Policy has been developed to help empower Bar members to participate in this format of communication, represent our Bar, and share the transformational and positive aspects of the Bar.
5. The Policy applies to the Bar, the Pius Langa School of Advocacy, Chapters and Groups operating under PABASA, and members of the Bar. The guidelines apply to professional use of social media on behalf of the Bar and personal use of social media when referring the Bar.

B. SOCIAL MEDIA

6. Social media is broadly understood for purposes of this Policy to include blogs, wikis, microblogs, message boards, chat rooms, electronic newsletters, online forums, social networking sites, and other sites and services that permit users to share information with others in a contemporaneous manner.

7. The online spokesperson is the person approved by the National Executive Committee (NEC) to communicate on social media on behalf of the Bar and to respond to issues, queries and concerns as they arise on social media using their best judgment.

8. Some specific examples of social media content that will not be permitted include comment, content or images that are defamatory, pornographic, proprietary, harassing or bullying, hateful or discriminatory.

C. AUTHORITY TO POST ON SOCIAL MEDIA

9. Any person authorised by the NEC is permitted to post on social media on behalf of the Bar and to act as the online spokesperson.

10. The NEC may grant approval to any other member, regardless of whether they are an NEC member or Group Leader, to post on behalf of the Bar or Pius Langa School.

11. Such approval may be given in general terms or in relation to a single topic or communication platform.

12. The NEC has the final say on the nature, form, tone and content of communication posted under PABASA's name.

D. GUIDELINES ON CONTENT OF THE COMMUNICATION

13. The best advice is to approach online platforms in the same way we do the physical world – by using sound judgment and common sense, by adhering to the Bar's values, and by following the philosophy set out in the PABASA Constitution and all other policies.

14. The Bar values that are of particular relevance in social media communications are integrity, accountability, diversity and leadership. In social media posts we:

14.1. Engage with respect and tolerance – We seek out platforms that foster balanced, constructive discourse and commentary. Be respectful of all



individuals, races, religions and cultures. We avoid platforms that create negative conversation environments.

- 14.2. Protect people – Our content is about the Bar, the legal profession and the context and community within which we practice. We do not engage in personal attacks against individuals and we do not violate an individual’s privacy.
 - 14.3. Acting responsibility – We respect the copyrights, trademarks, rights of publicity, and other third-party rights in the online social media space and acknowledge the source of third-party IP.
15. All Bar members, regardless of seniority, are required to be conscious and mindful that your posts and social media engagement may reflect either positively or negatively on the Bar. Remember:
- 15.1. colleagues, clients, attorneys and members of the judiciary often have access to the online content you post.
 - 15.2. the content you originally post for friends or family can be forwarded on.
 - 15.3. there’s a big difference between speaking “on behalf of the Bar” and speaking “about” the Bar.
16. We recommend that members exercise sound judgement and common sense and keep their private social media accounts separate from Bar related social media accounts.

E. POSTING ON BEHALF OF PABASA

17. When posting on behalf of PABASA:
- 17.1. Get prior approval to post on behalf of the Bar from the NEC.
 - 17.2. Adhere to our founding values in the Constitution and all other Bar policies.
 - 17.3. Be mindful that you are representing the Bar.
 - 17.4. Fully disclose your affiliation with the Bar - It is never acceptable to use aliases or otherwise deceive people. Be clear when opinions are your own



- 17.5. When in doubt, do not post - Ensure that your posts are accurate, are not misleading and that do not reveal confidential Bar information.
- 17.6. Give credit where credit is due and don't violate others' rights – Do not claim authorship of something that is not yours. If you are using another party's content, make certain that they are credited for it in your post.
- 17.7. Remember that your local posts can have a global impact.
- 17.8. Know that the internet is permanent - Once information is published online, it is essentially part of a permanent record, even if you “remove/delete” it later or attempt to make it anonymous. If your complete thought, including context, cannot be contained in a character-restricted space (eg. Twitter), provide a link to an online space where the message can be expressed completely and accurately.
18. Ultimately, social media posts should always be in keeping with PABASA's values and its Constitution.

EFFECTIVE DATE

19. This Policy was approved by the NEC and is effective October 2021.