

WHAT SOCIAL MEANS TO US

Australian Dairy Farmers (ADF) recognises the value in using social media to build and enhance existing relationships with our members, communities and other relevant stakeholders.

Dairy is important to us and we want to reach out and be a part of that online conversation.

These social media guidelines outline what you can expect when communicating online with ADF. We believe the same considerations that apply in the offline world, must also apply in the online world.

Like anything in life, it is important to get the balance right. We ask you to understand that ADF is a small not-for-profit organisation and we are therefore unable to monitor social media around the clock. If we aren't responsive in real-time, it's not that we don't care. Timeliness and getting it right are of key importance to ADF, and we will endeavour to respond to you as soon as possible.

We are committed to the following guidelines and simply ask that your social engagement with ADF is as constructive as it would be if it were communicated face-to-face.

To ensure your online experience with ADF is a positive one, please:

Be Respectful

Value other opinions even if they are not your own and be the first to correct your mistakes. When online, treat others with the same respect you would treat them with in person.

Be Responsible

You are responsible for your actions. We encourage you to get online, however use sound judgement and common sense.

Be Smart

Remember that what you post will be public permanently – when in doubt, do not post. Your personal views are unique to yourself; please don't imply ADF's endorsement of them.