

Transport Professionals Association Social Media Guidelines

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REVISION STATUS								
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Transport Professionals Association Social Media Guidelines

Social media is an integral part of communication and professional networking. The Transport Professionals Association (TPA) supports responsible use of social media as a tool for engagement, knowledge sharing, and community building within the transport industry.

TPA encourages professional, respectful public discourse and constructive debate and engagement to advance positive outcomes in transport policy and practice. It is important to recognise that the nature of this conduct does have the potential to reflect on the reputation of the individual, their employer, TPA and the transport community in general.

On that basis, TPA has prepared these guidelines for those who hold specified positions within TPA to provide a framework assist in maintaining the positive reputation of TPA. The content and language are akin to the types of guidelines and policies adopted by many government and private entities relating to their employees.

In accepting representative roles in TPA, particularly in key positions such as Board Chair, Branch President, Network Chair, and CEO, it is important to recognise the duty to uphold the reputation of the Association, recognising that comments and statements made by office bearers and staff may reflect on TPA, even when posted from personal accounts.

This guideline ensures that social media use by branch and network leaders, board, executive and staff:

- Protects the reputation of TPA
- Aligns with TPA's strategy, values and governance framework
- Maintains confidentiality of sensitive information
- Encourages respectful and professional interactions
- Promotes an inclusive environment free from bullying or discrimination.

This guideline is intended to encourage professional public discourse that supports and promotes the advancement of transport professionals and positive transport outcomes.

Application of these Guidelines

Who it applies to

These guidelines apply to:

- TPA Board Members
- TPA employees, noting that employees may also have additional contractual obligations regarding social media
- All TPA office bearers, being the roles of President, Vice President, Secretary, and Treasurer - for Branches and Sub-Branched; and Chair - for Networks
- TPA Committee members including Conference Convenors and conference committee members.

A higher duty for responsible communication is expected of leading TPA office bearers and spokespersons, particularly the CEO, Board Chair and Branch Presidents, noting that holding such positions provides a higher industry standing, connection to and reflection upon TPA.

What it applies to

This guideline applies to:

- Social media use during work hours (where permitted) and outside work hours
- Posts made using TPA resources or personal devices
- All social media platforms, including but not limited to LinkedIn, Facebook, X (Twitter), Instagram, and professional forums.

This guideline does not apply to private messaging apps, email or private communication between parties.

Guidelines for Social Media Use

To ensure responsible and professional engagement on social media in relation to professional matters that could be reasonably related to the business and interests of Transport Professionals Association (TPA), volunteer office bearers, committee members, board members and staff of the TPA must follow these guidelines:

1 Represent the Association Responsibly

- Do not post content that could harm the reputation of TPA.
- Avoid making statements that may be interpreted as official TPA positions unless authorised.
- Avoid engaging in or inciting arguments on social media posts published by TPA or tagging TPA as an interested party in online conflicts

2 Maintain Confidentiality

- Never share TPA confidential, sensitive, or proprietary information.
- Respect privacy laws and data protection requirements relevant to your state and country.

3 Be Professional and Respectful

- Engage in discussions politely and professionally.
- Avoid offensive, discriminatory, or inflammatory language.
- Do not participate in online bullying, harassment, or any form of intimidation.

4 Separate Personal and Professional Views

- Clearly state when opinions are personal (e.g., "Views expressed are my own").
- Do not use TPA branding or logos in personal posts without permission or with prior approval from the Marketing and Communications/ Executive team.

5 Comply with Legal and Ethical Standards

- Follow all applicable laws, regulations, and industry standards relevant to the state or country of operation.
- Do not post misleading or false information.

6 Protect TPA's Image

- Ensure any shared content aligns with TPA's values and professional standards.
- When posting using TPA branding for official purposes, adhere to the **TPA Branding Guidelines** (refer separate document).

7 Report Issues Promptly

- If you see content that violates this policy or could harm TPA's reputation, report it to the CEO immediately.

Enforcement

The Transport Professionals Association (TPA) actively monitors all official social media pages representing the organisation, specifically on **LinkedIn** and **Instagram**, to ensure compliance with this guideline and protect TPA's reputation.

Failure to comply with this guideline may result in an escalating set of consequences subject to the severity of the breach:

- Request for removal of inappropriate content.
- Removal of the offender's access to posting on the TPA social media accounts including LinkedIn and Instagram.
- Initiation of a TPA Code of Conduct investigation and any subsequent enforcement processes.
- Formal warnings being issued.
- Suspension or termination of office bearer position, membership or employment, dependent upon the role of the offender.
- Prosecution or legal action if laws are violated including damage to organisational reputation, or defamation.

This policy will be reviewed annually from the date of publication to ensure it remains relevant and effective.

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