

Social Media, Speaking and Presentation Opportunities for Gafta Members Policy

Introduction

All members of Gafta are bound by rule 2.3 in the General Code of Conduct Applicable to all Members (https://www.gafta.com/write/MediaUploads/Membership/General_Code_of_Conduct_Applicable_to_all_Members.pdf) and must not use copyright or trademarked Gafta material without permission:

“2.3 Gafta’s name and logo are trademarked, along with brand names including, but not limited to “Agribility”, “Gafta Approved Registers” and “Gafta Sustainability Pledge”. Gafta’s contracts and Arbitration rules, amongst other Gafta material are copyright. All members have a duty to protect Gafta’s Intellectual Property (IP) and cannot use any copyright or trademarked material without permission.”

Many Gafta members have voluntary roles at Gafta that will naturally give them official standing at Gafta. These include, but are not limited to, Gafta Council Members, Gafta Committee Members, Gafta Arbitrators, Honorary Members of Gafta and Past Presidents. This policy concerns social media use and speaking/presenting opportunities in *that* capacity. We believe that most people will rightly regard this as ‘common sense’.

Work-related Social Media (e.g., Twitter and LinkedIn)

- Please make it clear in your biography that your views are given in a personal capacity.
- Please don’t give yourself a Gafta ‘handle’ or use official Gafta photography, without permission.
- Gafta is an independent, impartial, International Arbitration Body. Please refrain from posting political opinions, especially if you are an Arbitrator.
- Please do not comment publicly on what you think Gafta could, should, or has done, or invite public commentary on the same, without seeking advice from Gafta first.
- Please do not criticise, mock or insult Gafta, Gafta members, Gafta staff or other people associated with Gafta, online.
- Please don’t make promises or commitments on behalf of Gafta, without checking first.
- Please don’t escalate things or intervene on other Gafta members’ behalf. Once contact has been made, please direct any member issues to the appropriate person via email.
- Please bring any social media posts that you feel could negatively impact the reputation of Gafta to the attention of the Director General.
- Please re-post official Gafta social media tweets.
- Enjoy social media and ask for advice if you need it!

Speaking and Presentation Opportunities

- This Policy does not apply to any speaking or presentations you give in your own professional capacity - only those where you are invited as, and billed as, an official representative of Gafta (e.g., member of Gafta’s ICC) and where the content relates to Gafta business. It also does not cover in-house private advice/training offered by a Gafta member company e.g. a law firm to its clients. It does, however, mean that Gafta members cannot advertise rival services (e.g. training courses on

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Promoting international trade

- Gafta contracts) to an external audience, that are in direct competition to the services provided by Gafta.
- Gafta's name and logo are trademarked, along with sub-brands including (but not limited to) Agribility, Approved Registers, the Sustainability Pledge. All original material produced by Gafta in hard copy and on its website is copyright. This includes Gafta contracts, Arbitration Rules, graphs, PowerPoints, photos, training materials, technical standards etc. This means in practice, you will need to seek permission to speak about Gafta at any external event, whether it is a commercial or free event.
 - If you are invited as a speaker, then please consider if there is a conflict of interest. For example, am I being asked to speak at a commercial (paid-for) event where the content (e.g. training on contracts) is directly in competition with Gafta? Please note that permission is very unlikely to be granted for a commercial event.
 - Is there a risk of my opinions/content being represented as an official Gafta position? Is there an added danger of this being presented in an arbitration case?
 - If you are have been invited to speak in your capacity as a Gafta Arbitrator/Council Member/Committee member, Gafta can help you. We can discuss any potential concerns and can review your slides for accuracy. We can also help promote your presence at the event via Social Media.
 - Similarly, if you are asked to write an article in your position as Gafta Council Member, Gafta arbitrator etc. please run it past Gafta first and make it clear this is written in a personal capacity. This avoids the impression that a particular viewpoint or case analysis is an official Gafta position and helps Gafta maintain its independence and impartiality.

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