

ATHLETICS TASMANIA - SOCIAL MEDIA POLICY

Version 1.5, Last Updated: October 2017. Date of next review: March 2018.

1. Policy Overview and Purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Athletics Tasmania.

This policy contains guidelines for the community associated with Athletics Tasmania to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

2. Underlying Principles

This policy complements Athletics Tasmania's mission statement:

Athletics Tasmania is responsible for the organisation, growth, development and promotion of all aspects of track and field, cross country and mountain running, road running and race walking in Tasmania.

In this respect it seeks to provide accessible, safe and healthy options for all Tasmanians to pursue athletics as a sport or recreation in both formal and informal environments.

Athletics Tasmania upholds the traditions and principles of our sport, while continuing to play a significant role in contemporary Tasmanian society.

3. Coverage

This policy applies to all persons who are involved with the activities of Athletics Tasmania whether they are in a paid or unpaid/voluntary capacity as well as including:

- members, including life members of Athletics Tasmania;
- persons appointed or elected to the Athletics Tasmania board, relevant committees and sub-committees;
- employees of Athletics Tasmania;
- members of the Athletics Tasmania Executive;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- athletes;
- officials;
- member associations and all clubs affiliated with Athletics Tasmania;
- may be applicable to relevant family members and spectators

4. Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums, groups and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing Athletics Tasmania on social media; and
2. if you are posting content on social media in relation to Athletics Tasmania that might affect its services, events, sponsors, members or reputation.

This policy does not apply to the personal use of social media where it is not related to or there is no reference to Athletics Tasmania or its role, competitions, teams, participants, products, services, events, sponsors, members or reputation.

However, any misuse by you of social media in a manner that does not directly refer to Athletics Tasmania may still be regulated by other policies, rules or regulations of Athletics Tasmania.

Using social media in an official capacity

You must be authorised by Athletics Tasmania before engaging in social media as a representative of the organisation.

To become authorised to represent of Athletics Tasmania in an official capacity, you must be a recognised member of the Athletics Tasmania “Social Media Team”, have a current Working With Children registration and compliant National Police Check.

As a part of Athletics Tasmania you are an extension of the organisations brand. As such, the boundaries between when you are representing yourself and when you are representing Athletics Tasmania can often be blurred. This becomes even more of an issue as you increase your profile or position within Athletics Tasmania. Therefore it is important that you represent both yourself and the Organisation appropriately online at all times.

5. Guidelines

You must adhere to the following guidelines when using social media related to Athletics Tasmania, or its role, competitions, teams, participants, products, services, events, sponsors, members or reputation.

Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Athletics Tasmania.

Protecting your privacy

Be smart about protecting yourself and your privacy and that of our Athletes, Coaches, Officials and Members.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting



anything. Athletics Tasmania recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of an affiliated club, organisation or business) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

Reasonable use

If you are an employee of Athletics Tasmania, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of Athletics Tasmania's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of Athletics Tasmania.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Athletics Tasmania, it is perfectly acceptable to talk about Athletics Tasmania and have a dialogue with the community, but it is not okay to publish confidential information of or about Athletics Tasmania. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about events, teams, staff, financial information or anything else disclosed in confidence

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.



Members and clubs should first seek permission to use a clearly identifiable image of a person not affiliated with their club. In every instance, you need to have consent of the owner of copyright in the image.

Athletics Tasmania reserves the right to use images taken during events for social media and marketing purposes, with the permission of the owner of the image or the individual/s identifiable. Any member affiliated with Athletics Tasmania should contact the office with any concerns or if you do not wish to have your photo/s used.

Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Athletics Tasmania's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and Athletics Tasmania's employees, volunteers and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

Avoiding controversial issues

Within the scope of your authorisation by Athletics Tasmania, if you see misrepresentations made about Athletics Tasmania in the media, you may point that out to the relevant authority in the organisation. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes

If Athletics Tasmania makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Athletics Tasmania of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put you and/or Athletics Tasmania at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of Athletics Tasmania

You must not use any of Athletics Tasmania's intellectual property or imagery on your personal social media without prior approval from Athletics Tasmania.

Athletics Tasmania's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Athletics Tasmania official social media sites or website.

You must not create either an official or unofficial Athletics Tasmania presence using the organisation's trademarks or name without prior approval from Athletics Tasmania.

You must not imply that you are authorised to speak on behalf of Athletics Tasmania unless you have been given official authorisation to do so by Athletics Tasmania.

When using social media you may also be bound Athletics Tasmania's values and policies, including but not limited to an Anti-Discrimination, Harassment and/or Cyber Bullying Policy.

Policy breaches

Breaches of this policy include but are not limited to:

- Using Athletics Tasmania's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of Athletics Tasmania's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.

- Posting or sharing material that brings, or risks bringing Athletics Tasmania, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

Reporting a breach

If you notice inappropriate or unlawful content online relating to Athletics Tasmania or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

If you wish to report a breach, you can contact Athletics Tasmania through:

Att: Social Media Coordinator
Athletics Tasmania
socialmedia@tasathletics.org.au

(03) 6234 9551

Investigation

Alleged breaches of this social media policy may be investigated by Athletics Tasmania in accordance with relevant policies.

Where it is considered necessary, Athletics Tasmania may report a breach of this social media policy to police.

All unlawful behavior recognized on social media platforms or under the control of Athletics Tasmania will be reported to the Police by the Executive Officer or public officer of Athletics Tasmania. The individual or persons involved will first be contact by a representative of Athletics Tasmania, and further action may be taken at the discretion of the Athletics Tasmania Executive Officer; in concurrence with and addition to any police action.

Disciplinary process, consequences and appeals

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Athletics Tasmania's **Member Protection Policy**.

Employees or volunteers of Athletics Tasmania who breach this policy may face disciplinary action up to and including termination of employment in accordance with Athletics Tasmania's Member Protection Policy, any other relevant policy or the applicable laws and regulations.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the Athletics Tasmania Discipline and Appeals Policy:

<http://www.tasathletics.org.au/Portals/51/About%20Us/Policy%20Docs/AT%20Discipline%20and%20Appeals%20Policy.pdf>.

Related policies

- Code of Conduct
- Membership Policy
- AT Grievance Policy
- Member Protection Policy
- AT Position Paper on Cyber Safety and Cyber Bullying
- Privacy Statement Policy

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws

- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws