



SKATE
AUSTRALIA

BYLAW 26

Skate Australia Social Media Usage Policy

Adopted August 12, 2012

1.0 Definitions

For the purposes of this policy the following definitions apply:

<i>Skate Australia</i>	(or SA) broadly includes all six recognised disciplines of the national body, all discipline committees, all affiliated State bodies, all affiliated clubs and any other skating organisation recognised by SA
<i>SA Board</i>	The board of directors that oversee the management of the Skate Australia organisation
<i>Social Media</i>	Online sites that provide social interaction and / or the ability to post content, examples include Facebook, LinkedIn, Wikipedia, Twitter, Instagram and Youtube
<i>Policy Coverage</i>	This policy applies to all staff (permanent and casual) and members of Skate Australia and any persons purporting to represent Skate Australia
<i>Content</i>	Online content can include any output generated by an author, with a clear message, which usually includes audio, video, pictorial and text, but could also include voting in online polls and any other medium of communication online

2.0 Policy Objectives

SA sees social media as a highly useful tool for people to gather in online communities of shared interest, and to create, share or consume content. Through this policy, SA does not seek to restrict this activity, but to ensure that it is conducted in a positive and healthy manner to benefit all SA members and staff.

SA and its affiliated organisations have a proud history. The promotion and protection of this reputation across all our six disciplines is a priority for SA. SA will not allow our reputation to be tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation or its affiliated bodies.

When someone clearly identifies their association with Skate (SA), and / or discusses their involvement in the organisation in any social media forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with SA's stated values and all policies. Ignorance is no defence.

This policy aims to provide some principles for staff and members to follow when using social media. This policy does not apply to the personal use of social media platforms by SA members or staff where they make no reference to SA or related issues.

3.0 Scope

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or Skate as an organisation.

4.0 Guiding Principles

All members and staff are asked to consider the following principles when deciding what content they distribute on a social media platform:

- 4.1. The web is not anonymous. SA members and staff should assume that everything they write can be traced back to them.
- 4.2. The boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say when

representing SA or any of its affiliated bodies. SA considers that all members of SA are its representatives.

- 4.3. Always be factual. It is important that SA members think of the web as a permanent record of online actions and opinions.
- 4.4. When using the Internet for professional or personal pursuits, all members must respect the SA brand and follow the guidelines in place to ensure SA's intellectual property, image or its relationships with sponsors and stakeholders is not compromised, and the organisation is not brought into disrepute.

5.0 Usage

5.1. For SA members and staff using social media, such use:

- Must not contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames
- Must not comment on, or publish, information that is confidential or in any way sensitive to SA, its affiliates, partners or sponsors and
- Must not bring the organisation or the sport into disrepute.

Additionally, for SA staff using social media, such use must also not interfere with work commitments.

5.2. SA members and staff may not use the SA brand, imagery or intellectual property to endorse or promote any product, opinion, cause or political candidate without prior written approval by the SA Board.

5.3. Any content posted online for commercial or personal purposes must communicate to all readers that any opinions shared are those of the individual, and do not represent or reflect the views of SA.

6.0 Branding and Intellectual Property (IP)

It is important that any trademarks, branding, imagery or other IP belonging to SA or any affiliated or recognised body are not used in personal social media applications. Except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”).

Trademarks, brands, imagery or other IP include (but are not limited to):

- Logos of SA or any other affiliated / recognised body
- Slogans used to promote any of the six skate disciplines by SA or any of its affiliated / recognised bodies
- Images depicting Skaters, Volunteers, Staff and/or equipment, except with the permission of those individuals. Where those individuals are minors, permission must be sought from their legal guardian
- Any other imagery that might reasonably be considered to represent SA or any of its affiliated / recognised organisations

7.0 Official SA blogs, social media pages and online forums

When creating a new website, social networking page or forum for SA, written permission from the SA Board is required.

When creating a new website, social networking page or forum for any affiliated organisation of SA, permission must be sought from the appropriate person at the club / branch / state level. It is recommended that such consent be given in writing.

Similarly, appropriate permissions must be obtained for the use of any logos or images. Images of minors may not be replicated on any site without the written permission of the child's legal guardian.

For official SA blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content
- Some hosted sites may sell the right to advertise on their sites to companies of a questionable nature. This type of hosted site should not be used for online forums or social pages if there is any reasonable concern that inappropriate content may be advertised
- SA staff and volunteers may not use SA online pages to promote personal projects without prior written approval of the SA Board
- All materials published or used must respect the copyright of third parties.

8.0 Consideration towards others

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. SA members and staff must recognise that it may not be appropriate to share photographs, videos and comments of / from others in this way.

It is a reasonable expectation that content taken at a private event involving SA members will not appear publicly on the Internet. Written consent should always be sought before distributing content of others in any online forum. SA members and staff must be aware that in certain situations they could potentially breach the Privacy Act or inadvertently make SA liable.

SA members and staff should always be considerate to others and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstance should offensive content about SA staff or any member be distributed online.

9.0 Breach of Policy

- 9.1. SA and its affiliated organisations will make every reasonable effort to monitor online activity as covered in this policy. Any breach of this policy should be reported to SA once detected.
- 9.2. Members and staff must be aware that a breach of this policy may result in disciplinary action from SA. Furthermore, a breach of this policy may also amount to breaches of other SA policies.
- 9.3. Penalties for breaches of this policy will at a minimum involve the removal of the offending content, and could result in further penalties depending on the severity of the breach. Further penalties include (but are not limited to) verbal / written warning, termination of employment or volunteer role, and / or removal from a representative team.
- 9.4. In the event that the breach causes financial loss to SA, SA reserves the right to seek damages from the offender(s).
- 9.5. Any breach of this policy that SA has reasonable belief to be of a criminal nature will be reported to the appropriate authorities as soon as practicable
- 9.6. In the event of civil legal proceedings occurring, SA will provide all relevant information to any party as required by law or judicial order

9.7. If the offending member disagrees with a penalty they may appeal the decision in accordance with the Skate Australia Member Protection Policy

10.0 Consultation, advice and appeals

This policy has been developed to provide guidance for SA members and staff in a new and fast changing area of social interaction. It is expected that the policy may be updated regularly to reflect any unforeseen or new areas of risk in Social Media.

SA members that are unsure of their rights / liabilities or actions online should seek clarification by contacting the SA office in the first instance.