



**Australian Government**  
**Australian Sports Commission**



# **SOCIAL MEDIA POLICY**

## **Skate Australia**

### **VERSION CONTROL**

Version 1.0	April 2023



## Contents

1. Purpose.....	3
2. Definition .....	3
3. Scope .....	3
4. Guiding principles for social media use.....	4
5. Use of SA IP on Social Media.....	5
6. Use of Photography on Social Media.....	5
7. Permissions.....	5
8. Personal use of social media when you can be identified as a SA Member .....	5
9. Named Affiliations .....	5
10. Policy Breach.....	6



## SKATE AUSTRALIA SOCIAL MEDIA POLICY

### 1. Purpose

This policy is intended to provide Skate Australia's (SA) staff, members and volunteers with a framework to guide their use of social media in a manner that is consistent with the organisation's mission. This policy applies to all parties (staff, members and volunteers) and is accompanied by an additional set of guidelines specific to Members and volunteers on fair use of the SA brand and patrol uniforms. SA expects its staff, members and volunteers to use social media in accordance with this policy.

### 2. Definition

**Social media** is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.

Social media channels can include but are not limited to:

- Social networking sites like Facebook, LinkedIn and Google +;
- Video and photo sharing sites such as YouTube, Pinterest, Snapchat, Instagram, TikTok, and Vimeo;
- Blogs, including personal and corporate blogs such as Wordpress accounts;
- Comments left on blogs hosted by media outlets e.g. smh.com.au;
- Micro-blogging sites such as Twitter;
- Wiki's and online collaborations;
- Forums, discussion boards and groups such as Whirlpool;
- Online multiplayer gaming platforms such as Fortnite;
- Instant messaging including SMS, WhatsApp, WeChat and iMessage;
- Online dating sites such as Tinder, Bumble and RSVP;
- Podcast and vodcast sites;
- Geo-spacial tagging such as Foursquare; and
- Livestreaming sites and apps such as Twitch and Periscope.

### 3. Scope

This Policy applies to SA staff, Members, and volunteers who represent SA throughout Australia. This includes, as far as practicable, suppliers, partners and contractors (in this Policy **Social Media Users**).

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 in their capacity as a volunteer for SA. SA considers all Members of SA as its representatives.

This Policy should be read in conjunction with [SA's National Integrity Framework, complementary sport integrity policies and other relevant Skate Australia Policies.](#)



## 4. Guiding principles for social media use

*For official and personal users of social media*

Whenever Social Media Users are interacting on social media, in a professional or personal context, the following guiding principles should be considered and applied at all times.

Please note SA staff are also bound by the SA Conduct and Disciplinary Policy, and Members are also bound by the National Integrity Framework Policies inclusive of the Member Protection Policy.

A Social Media User must:

- Not criticise SA, sponsors, athletes, other organisations and their employees, volunteers or supporters, SA or its Clubs;
- Not harass, bully, abuse or intimidate or display any other form of inappropriate behaviour as per the SA Member Protection Policy (in particular clause Cyber Bullying);
- Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, offensive, aggressive, abusive, profane, hateful, racist, pornographic, sexist, sexually explicit, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- Not exploit platforms to seduce, groom or inappropriately engage with Children;
- Not defame any other person or entity;
- Not do anything that breaches their terms of employment or membership;
- Respond to others' opinions respectfully;
- Subject to SA policies and otherwise the consent of SA, not use any SA intellectual property or imagery;
- Respond to others' opinions respectfully and acknowledge and correct mistakes promptly;
- Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
- Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
- Adhere to terms and use of the relevant social media platform/website, as well as SA policies;
- Not post content that might otherwise cause damage to the reputation of SA or bring it into disrepute;
- Disclose conflicts of interest to appropriate persons in relevant circumstances where able;
- Not directly express a political affiliation on an official account or a personal account clearly associated with SA activities;
- Not upload information of a confidential nature, especially in regard to SA's services or members;
- Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property; and
- Not use SA IP in relation to any paid or unpaid promotion or endorsement of products or commercial entities including in kind services or gifts; unless in agreement with SA.

In addition, a SA Staff member must:

- Ensure that comments, posts, and responses from official SA accounts are true and accurate;
- Not conduct a private business through SA's social media presence;



**Australian Government**

**Australian Sports Commission**



- Ensure that comments, posts, and responses from official SA accounts are true and accurate and link to online references and original source materials directly.

## 5. Use of SA IP on Social Media

When using social media for professional or personal pursuits, all SA members must respect the SA brand and follow the guidelines in place to ensure SA's Intellectual Property and its relationships with sponsors and stakeholders are not compromised and that the organisation is not brought into disrepute.

In specific reference to social media generalised products or services, and social media accounts/domain names associated with SA are to be used to represent these services/products/brands on the relevant sponsorship scale only and the relevant registrations of these accounts.

## 6. Use of Photography on Social Media

In summary, photos or videos that may be interpreted as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist must not be used in any way. SA reserves the right to remove any inappropriate images from official SA sites.

Social media users must adhere to copyright legislation at all times. If a photo or video does not belong to SA, permission should be obtained, and appropriate recognition be given upon posting the content.

Skate Australia recognises that social media is an important part of the way members communicate and actively encourages members to participate in social media and share their experiences with the skate disciplines. Skate Australia recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and stakeholders. Accordingly, Skate Australia will look to develop and maintain its own online social media presence through which it hopes to deliver content to its members and the public to develop and increase opportunities in skate at all levels in Australia.

Skate Australia acknowledges that images may be shared/reposted from our public websites and social media pages. These images and the associated content help people to understand and connect with the brand and identity of our sport. If you are sharing our content, we ask that you provide credit to Skate Australia and any photographers/videographers credited in the original post. If you would like to make edits to our content, please reach out to the Skate Australia media team.

## 7. Permissions

SA may create social media accounts to engage with its members, supporters and general public. Any account which represents SA must be authorised and approved by SA Management. The account should identify itself as an official account representing SA.

## 8. Personal use of social media when you can be identified as a SA Member

Personal use can be defined as the use of non-official SA social media accounts where the person can be identified as a SA member.

Personal use is a matter for an individual user, however, individuals will be accountable for the consequences of their actions on social media if such actions contravene this policy and will be disciplined according to the policies and codes of conduct of SA and their individual employment or volunteer agreements.

## 9. Named Affiliations

Accounts (be it a blog, webpage, twitter account, Facebook page etc) that are not official, but are set up



**Australian Government**

**Australian Sports Commission**



by employees, volunteers or supporters of SA for personal reasons can have an affiliation to the organisation, so long as the following is undertaken:

- It should not have the affiliation with SA as the primary identifier; and
- It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of SA.

For example, a staff member might include a bio similar to this:

*"Likes apples and fishing, interested in politics and the news, works for SA, opinions expressed are my own and not to be taken as an endorsement or representing the views of SA".*

## 10. Policy Breach

Misuse of social media can have serious consequences for SA, and consequently that misuse can have serious consequences in terms of disciplinary action for Social Media Users under this policy. SA is responsible for ensuring adherence to the Social Media Policy by Social Media Users included in this policy.

SA staff and volunteers must adhere to the Terms of Use of the relevant social media platform/website, as well as SA policies and their own organisations policies and legislative requirements. In the event of breach and/or serious misconduct disciplinary action may be commenced under the relevant rules and/or other contract(s). SA encourages all members to report any use of Social Media which is perceived to have breached this policy. If you believe there has been a breach of this policy, please report and submit details of the alleged breach to SA.

If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, they should report the circumstances via email to the following contact:

**Attention: National Integrity and Complaints Manager at Skate Australia - [integrity@skateaustralia.org.au](mailto:integrity@skateaustralia.org.au)**

If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to Skate Associations or Clubs, they should report the circumstances to the relevant State & Territory Member in the first instance.