



# SOCIAL MEDIA POLICY 2018



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# INTRODUCTION

## INTRODUCTION

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.

## 1. DEFINITIONS AND INTERPRETATION

### 1.1. In this Policy:

“**Code of Conduct**” means the NSWTA Code of Conduct and adopted Member Protection Policy.

“**Constitution**” means the NSWTA Constitution.

“**Employee**” means an employee of NSWTA or a Touch Football Body.

“**General Manager**” means the general manager of the NSWTA.

“**Member**” means all NSWTA players, coaches, officials, administrators, spectators and all people reasonably connected to NSWTA or a Touch Football Body.

“**NSWTA**” means NSW Touch Association Incorporated (ABN 22 502 830 336).

“**Policy**” means New South Wales Touch Association Social Media Policy.

“**Regional Director**” means the individual appointed or employed as a director of a NSWTA Region.

“**Region**” means an entity registered under the Constitution to administer the sport of touch football in a particular region

“**Social Media**” means any tool or function that allow people to communicate and/or share content via the internet or otherwise including but not limited to:

- a) External and internal social networking sites (e.g. Facebook, Twitter, Bebo, Linked In, MySite, Yammer, Google+, Pinterest);
- b) Video and photo sharing websites (e.g. Flickr, YouTube, Vimeo, Instagram, Vine);
- c) Micro-blogging sites (e.g. Twitter);
- d) Web blogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications (e.g. Tumblr, Wordpress, Blogger, Sydney Morning Herald Website blog, Fox Sports News website blogs);
- e) Private or public forums and discussion boards (e.g. Whirlpool, Yahoo! Groups or Google Groups);



- f) Online encyclopaedias (e.g. Wikipedia);
- g) Instant messaging (e.g. SMS, WhatsApp, Snapchat, Viber, Skype);
- h) Geo-spatial tagging (e.g. Foursquare)
- i) Video on Demand and Podcasting (e.g. iTunes, Stitcher, Sound Cloud);
- j) Live broadcasting apps (e.g. Periscope, Meerkat, Facebook mentions, Facebook Live);
- k) Any other website that allows individual users or companies to use simple publishing tools;
- l) Online multiplayer gaming platforms (e.g. World of Warcraft, Xbox Live, PlayStation Network);
- m) Review sites (e.g. Yelp, TripAdvisor, Urban Spoon);
- n) Online voting or polls; and
- o) Any other online technology that allows individual users to upload and share content.

**“Touch Football Body”** means

- a) An entity or body that is affiliated with the NSWTA, including:
  - i. New South Wales Southern Suns;
  - ii. New South Wales Sydney Rebels;
  - iii. New South Wales Sydney Mets;
  - iv. New South Wales Sydney Scorpions;
  - v. New South Wales Hunter Western Hornets;
  - vi. New South Wales Northern Eagles;
  - vii. All NSWTA Affiliates; and
- b) an entity or body that is affiliated with or licensed by NSWTA.

1.2. In this Policy, headings are for convenience only and do not affect interpretation and unless the context requires otherwise:

- 1.2.1. words in the singular include the plural and the plural includes the singular;
- 1.2.2. a reference to a clause is a reference to a clause of this Policy;
- 1.2.3. a reference to a document is to the document as amended, varied, supplemented, novated or replaced from time to time, except to the extent prohibited by this Policy;

- 1.2.4. a reference to legislation or to a provision of legislation includes a modification or re-enactment of it, a legislative provision substituted for it and a regulation or statutory instrument issued under it;
- 1.2.5. a reference to conduct includes an omission, statement and undertaking, whether or not in writing; and
- 1.2.6. Specifying anything in this Policy after the words “includes” or “for example” or similar expressions does not limit what else is included unless there is express wording to the contrary.

## 2. APPLICATION

- 2.1 The Policy applies to applies to:

- 2.1.1 All Employees of NSWTA;
- 2.1.2 All NSWTA Members;
- 2.1.3 All competitions conducted by the NSWTA, its Regions, affiliates and any competition, league, team and individual that is affiliated to, conducted or administered by NSWTA or a Touch Football Body.

## 3. POLICY INTRODUCTION

- 3.1 The NSWTA acknowledges that Social Media has increasing prevalence in both the professional and private lives of its Members. The NSWTA recognises the value in using Social Media to build more meaningful relationships with Members, communities and other relevant stakeholders.
- 3.2 Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be beneficial for the NSWTA and the Touch Football Body.
- 3.3 NSWTA wishes to operate in an environment that is free from harassment, bullying and discrimination in compliance with the Australian Sports Commission Guidelines for Harassment-Free Sport.

- 3.4 The use of Social Media to ridicule, defame, bully, slight and or publish comments that may be viewed as detrimental to any individual, group or organisation involved in or associated with the NSWTA or a Touch Football Body, will be viewed as a breach of the Code of Conduct.

## **4. PURPOSE AND SCOPE**

- 4.1 This Policy sets out the NSWTA's expectations of its Employees and Members when engaging with Social Media. Recognising that additional Social Media platforms are likely to come into existence and the Social Media landscape is likely to change from time to time, Social Media for the purpose of this Policy is specifically not limited to certain digital platforms.
- 4.2 Members and Employees are advised that engaging in Social Media may result in disciplinary action.

## **5. NON-OFFICIAL SOCIAL MEDIA ENGAGEMENT RISKS**

- 5.1 The NSWTA recognises that Members and Employees will from time to time engage with Social Media in a non-official, personal capacity. This Policy does not intend to discourage nor unduly limit personal expression or online activities. However, Members and Employees should recognise the risk and damage that may be caused (either directly or indirectly) to the NSWTA and a Touch Football Body in certain circumstances.
- 5.2 Some of the risks Members and Employees take by engaging in non-official Social Media include, but are not limited to:
- 5.2.1 Unintentional Social Media content publication to a private audience;
  - 5.2.2 Unintentional Social Media content publication by a 3rd party to a private audience;
  - 5.2.3 Unintentional Social Media content publication to a public audience;
  - 5.2.4 Unintentional Social Media content publication by a 3rd party to a public audience; and
  - 5.2.5 Social Media hacking;
- 5.3 it is the expectation of the NSWTA that all Members and Employees who engage in non-official Social Media are aware of the risks associated with Social Media.

## **6. NON-OFFICIAL SOCIAL MEDIA ENGAGEMENT CONSEQUENCES**

- 6.1 It is the expectation of the NSWTA that Members and Employees understand that the risks of engaging in non-official Social Media listed above, as well as others, may result in the publication of content which, without limitation:
- 6.1.1 Breaches employment obligations;
  - 6.1.2 Breaches the Code of Conduct;
  - 6.1.3 Breaches of the Australian Sports Commission Guidelines for Harassment-Free Sport;
  - 6.1.4 Damages the brand and reputation of the NSWTA or a Touch Football Body, as the case may be;
  - 6.1.5 Misrepresents a personal view as that of the NSWTA or a Touch Football Body; and
  - 6.1.6 Is criminal in nature or might otherwise give rise to the breach of a civil law.

## **7. OFFICIAL SOCIAL MEDIA ENGAGEMENT BY NSWTA, REGIONS AND AFFILIATED BODIES**

- 7.1. To ensure a consistent and controlled approach, only a select number of representatives of the NSWTA and a Touch Football Body are authorised to speak to the media in an official capacity. This also applies to representing the NSWTA or a Touch Football Body on Social Media.
- 7.2. Prior to engaging in Social Media as a representative of the NSWTA or a Touch Football Body, an individual or entity must be formally authorised to comment or engage via the relevant Social Media platform.
- 7.3. An individual or an entity must not comment as a representative of the NSWTA unless authorised to do so by the General Manager.
- 7.4. An individual or entity must not comment as a representative of a NSWTA Region unless authorised to do so by the Regional Director.
- 7.5. An individual or entity must not comment as a representative of Touch Football Body unless authorised to do so by the relevant position of authority of the respective Touch Football Body.
- 7.6. If you are authorised to comment as a representative of the NSWTA, a NSWTA Region or a Touch Football Body, you must:
- 7.6.1. Liaise with the relevant representatives to ensure that they are adequately prepared;



- 7.6.2. Disclose that you are an Employee, agent or contractor of the NSWTA, a NSWTA Region or a Touch Football Body, as the case may be, and use only your own identity, or an approved official account;
- 7.6.3. Disclose, discuss and comment only on information readily available in the public domain;
- 7.6.4. Ensure that all content published is accurate and not misleading and complies with all relevant policies and agreed positions;
- 7.6.5. Comment only on the area of expertise and authority for which you have been authorised (unless otherwise approved by the NSWTA, a NSWTA Region or a Touch Football Body);
- 7.6.6. Ensure any and all comments are respectful of the community in which you are interacting online;
- 7.6.7. Respect copyright laws and fair use of copyrighted material and attribute work to the original author/source wherever possible;
- 7.6.8. Adhere to the terms of use of the relevant Social Media platform/website, as well as copyright, privacy, defamation, discrimination, harassment and other applicable laws and regulations;
- 7.6.9. Redirect any questions to the General Manager if you are unsure of the NSWTA response or view on the issue in question;
- 7.6.10. Redirect any questions to the Regional Director if you are unsure of the NSWTA Region response or view on the issue in question; and
- 7.6.11. Redirect any questions to the president of the relevant Touch Football Body if you are unsure of the Touch Football Body response or view on the issue in question.

## **8. CONDITIONS OF OFFICIAL NSWTA SOCIAL MEDIA ENGAGEMENT**

- 8.1. If you are authorised to comment as a representative of the NSWTA, a NSWTA Region or a Touch Football Body you must not publish, or otherwise permit the publication by a 3rd party of, content which, without limitation:
  - 8.1.1. Breaches any employment obligations;
  - 8.1.2. Breaches the Constitution or the Code of Conduct as well as any NSWTA policy incorporated to it by reference;
  - 8.1.3. Damages, or is likely to damage, the brand and reputation of the NSWTA, a NSWTA Region or a Touch Football Body or the sport of touch football, as the case may be;

- 8.1.4. Misrepresents a personal view as that of the NSWTA, a NSWTA Region or a Touch Football Body, as the case may be; and
- 8.1.5. Is criminal in nature or might otherwise give rise to the breach of a civil law.

## **9. INAPPROPRIATE SOCIAL MEDIA ENGAGEMENT**

- 9.1. As an example, the NSWTA, a NSWTA Region or a Touch Football Body is likely to consider the following engagement in Social Media as inappropriate:
  - 9.1.1. Using discriminatory, defamatory, abusive or otherwise objectionable language in content;
  - 9.1.2. Content which abuses, threatens or intimidates an individual or a group of people including but not limited to reasons of gender or gender identity, sexual orientation, ethnicity, cultural or religious background, age or disability.
  - 9.1.3. Content which abuses, threatens or intimidates a referee, team official or other match official;
  - 9.1.4. Accessing, downloading or transmitting any kind of sexually explicit material, violent and/or graphic images (without medical purpose);
  - 9.1.5. Accessing, downloading or transmitting information on the use and construction of weapons, explosives and/or other tools of violence or terrorism;
  - 9.1.6. Accessing, downloading or transmitting any material deemed to be illegal under Australian Commonwealth or State law;
  - 9.1.7. Accessing, downloading or transmitting hate speeches and/or racist material;
  - 9.1.8. Breaching the reasonable expectation of privacy of a person; and
  - 9.1.9. Attempting to gain unauthorised access to the computing resources of the NSWTA, a NSWTA Region or a Touch Football Body.

## **10. COMPLAINTS, INVESTIGATION & DISCIPLINE**

- 10.1. If a Member or Employee holds a good faith belief that content has been published on Social Media in contravention of this Policy, or which is otherwise inappropriate or unlawful and relates to the NSWTA, a NSWTA Region or a Touch Football Body, the Member or Employee may make a complaint to the General Manager about the content in accordance with the Code of Conduct.

- 10.2. The General Manager (or nominee) may, upon receipt of a complaint, order an investigation into the content in accordance with Code of Conduct.
- 10.3. If a Member or Employee is reasonably believed to have breached this Policy, the matter may be referred to a disciplinary tribunal in accordance with the Touch Football Australia Disciplinary Regulations Manual or NSWTA Disciplinary Suspension Guidelines (if applicable).
- 10.4. If the General Manager (or nominee) deems the Social Media activity of any Member or Employee to be inappropriate, the General Manager may take whatever action they consider to be reasonably necessary in the circumstances.



