

# South Australian Athletic League Social Media Policy

## 1. Introduction

### 1.1. Purpose

The South Australian Athletic League Inc. (herein identified as SAAL or “the League”) embraces the use of social media as a way of connecting and communicating to our members, and the wider community.

The objectives of social media are to:

- Obtain a wider reach of audience
- Showcase our sponsors to the wider public
- Promote our events
- Broadcast any news or major developments relating to the League
- Highlight the success of our athletes, coaches, and volunteers
- Acknowledge and communicate SAAL’s rich history of professional running
- Open lines of communication with stakeholders

### 1.2. Scope

The following guidelines aim to ensure that participation in social media:

- Is consistent with SAAL’s Code of Conduct and Constitution
- Is consistent with SAAL’s core values: *To promote athletics as an enjoyable, healthy sport for people of all categories and abilities*
- Establishes a culture of respect, openness, trust, and integrity in all online activities related to SAAL
- Provides practical guidance so all parties can benefit from the use of social media, while minimising potential risks and protecting those involved

When publishing content regarding SAAL or its members or affiliates, you must comply with this policy. This policy equally applies to any personal blogs or groups you may operate.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you seek out advice from SAAL through the appropriate channels, such as contacting the SAAL office.

### 1.3. Policy statement and coverage

SAAL respects your right to use social media as a medium for your personal communication and self-expression. However, SAAL requires all employees, members, volunteers, and associated affiliates ensure that the interests of our employees, members, volunteers, and associated affiliates and the reputation and operations of the League is protected. This also includes life members, committees and sub-committee members, patrons and Bay Sheffield Hall of Fame inductees, coaches and assistant coaches, athletes, officials, contractors, spectators and family members.

## 2. Definitions

Social media is the term used for web-based applications that enable the creation and exchange of user-generated content. Social media occur in a variety of formats, including chat rooms, forums, discussion boards, online gaming platforms, weblogs, social blogs, wikis, microblogging, internet for podcasts, pictures, video, and rating and social bookmarking, other online platforms that allow individual users to upload and share content. Examples of social media include, but are not limited to, Facebook, Instagram, Snapchat, Reddit, Twitter, and YouTube.

### **3. Policy Guidelines**

This policy is applicable when using social media:

- As an officially designated individual representing SAAL on social media who has undertaken and successfully completed the eSafety course provided by the Australian Government; and
- If you are posting content on your personal social media accounts in relation to SAAL that might affect the reputation and image of SAAL's business, products, events, sponsors, members, or any other person detailed in paragraph 1.3. of this policy.

#### **3.1. Management of SAAL social media**

The SAAL Office is responsible for managing all official SAAL social media accounts. Only those authorised by SAAL's President and Management Committee should undertake social media activity in an official capacity on behalf of the organisation. If you become aware of any negative or damaging comment made about the organisation or its members, on any social media outlet, please inform the SAAL office immediately.

#### **3.2 Use of personal social media when following or mentioning SAAL or its members**

You are encouraged to use your own social media outlets to access SAAL updates, news or developments. As a part of SAAL's community, you are an extension of the SAAL brand. To protect the reputation, interests and integrity of the SAAL brand and its members, you are expected to adhere to the following guidelines when using your personal social media accounts to discuss any matter related to SAAL, its members and all persons defined in paragraph 1.3:

- You must always use your real names and identities when using social media
- You should always obey the law – do not post any material that is prejudicial, defamatory, discriminatory, harassing, obscene or threatening, discloses other people's personal information intellectual property or a trademark
- Under no circumstances should offensive comments be made about other members, athletes, officials, or any person highlighted in paragraph 1.3. This may amount to cyber-bullying which could result in disciplinary action or criminal proceedings under the Criminal Code Act 1995
- Do not post any material that may bring SAAL into disrepute, or otherwise embarrass the League or impinge on the integrity of its brand
- Do not imply SAAL endorsement of personal views or imply authorisation to speak on behalf of SAAL
- Do not use SAAL's name to endorse products, causes or opinions
- You must maintain the privacy of SAAL confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of the League. Confidential information includes, but is not limited

to, details about litigation, unreleased product information and unpublished details about our financial information and confidential committee matters.

- 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
- You must obtain prior permission from an individual to use a direct, clearly identifiable image of that person.
- It is critical that you comply with the laws governing copyright in relation to material owned by others and SAAL's own copyrights and brands. In every instance, you need to have consent of the owner of copyright in the image.
- Officials and staff of the SAAL are not to friend or private message any members who are Under 18 on any social media platform.
- If you are an employee of SAAL, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

**3.2.3** This policy does not apply to the personal use of social media where it is not related to or there is no reference to SAAL or its business, competitions, teams, participants, products, services, events, sponsors, members, or reputation. However, any misuse of social media in a manner that does not directly refer to SAAL may still be regulated by other policies, rules or regulations of SAAL.

**3.3.2** Within the scope of your authorisation by SAAL, if you see misrepresentations made about SAAL in the media, notify the SAAL office immediately.

#### **4. Policy breaches**

Breaches of this policy include but are not limited to:

- Using SAAL'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 said in person during the conduct of the sport would result in a breach of the rules of the sport
- Posting or sharing any content in breach of SAAL's policies
- 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 SAAL, 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 the public

## **5. Procedure for resolution of a breach to this policy**

- 5.1.** The SAAL office will formally email you regarding a breach to this policy
- 5.2.** You will be contacted via telephone by the SAAL office to discuss the breach of this policy, and asked to remove any material relating a breach
- 5.3.** If the matter is not resolved, the matter will be elevated to the Management Committee for further consideration, and where necessary, disciplinary action taken at the discretion of the Management Committee.

## **6. Consequences of this policy**

SAAL may request that you delete any information contained on any social media platform that is in breach of this policy. A breach of this policy may result in disciplinary action, at the discretion of the Management Committee as per SAAL's rules and regulation. Employees of SAAL who breach this policy may face disciplinary action up to and including termination of employment or Membership in accordance with SAAL's rules and regulations, constitution or any other relevant policy.

## **7. Policy Review**

This policy will be regularly reviewed by the SAAL committee to ensure continued effectiveness and improvement. As social media is a fast-developing means of communication, any suggestions that may improve these guidelines are welcomed and encouraged.

## **8. Related policies and applicable law**

### **9.1 Internal**

- South Australian Athletic League Constitution
- South Australian Athletic League Rules of Competition
- South Australian Athletic League's Codes of Conduct
- South Australian Athletic League's Codes of Conduct Coaches
- South Australian Athletic League's Volunteer Policy
- South Australian Athletic League's Child Protection Policy

### **9.2 External**

Any bullying, harassment, victimisation, discrimination or defamation that has taken place via social media may be affected by the following legislation:

- Criminal Code Act 1995 (Commonwealth)
- Australian Human Rights Commission Act 1986 (Commonwealth)
- Racial Discrimination Act 1975 (Commonwealth)
- Disability Discrimination Act 1992 (Commonwealth)
- Age Discrimination Act 2004 (Commonwealth)
- Sex Discrimination Act 1984 (Commonwealth)
- Defamation Act, 2005 (SA)