

POLICY NAME:

SOCIAL MEDIA POLICY

RESPONSIBILITY:

SOPA EXECUTIVE COMMITTEE



1. PURPOSE:

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Sydney Olympic Park Archers recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Archery Australia and its RGBs and Clubs have a long history and are highly respected organisations. It is important that the sports reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with Sydney Olympic Park Archers or Archery Australia, or RGB to discuss their involvement in the organisations and event or activity in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with the sports stated policies.

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by anyone associated with the sport in particular when there is no reference to Sydney Olympic Park Archers Archery Australia, RGBs or its affiliates or related activities.

2. SCOPE:

This policy applies to Sydney Olympic Park Archers and Archery Australia members, volunteers, or any individual representing themselves or passing themselves off as being a member of Archery Australia, or RGB.

This policy covers all forms of social media. Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as Facebook, TikTok, Snapchat, Pinterest, Twitter, Instagram, LinkedIn, YouTube etc);
- Comments on forums or chat rooms;
- Content sharing include Flickr (photo sharing) and You Tube (videosharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards); or
- Editing Wikipedia page.

The intent of this policy is to include anything posted online where information is shared that might affect members, affiliates, sponsors or Sydney Olympic Park or Archers Archery Australia, RGB or its affiliates.

3. GUIDING PRINCIPLES:

- a. The web is not anonymous. Sydney Olympic Park Archers and Archery Australia members, registered affiliates, volunteers should assume that everything they write can be tracked back to them.
- b. Due to the unique nature of Sydney Olympic Park Archers and Archery in Australia, 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 member, and volunteer for Sydney Olympic Park Archers or Archery Australia, or RGB . Sydney Olympic Park Archers considers all members; registered affiliates or volunteers are its representatives.
- c. Honesty is always the best policy, especially online. It is important that you think of the web as a permanent record of online actions and opinions.
- d. When using the internet for professional or personal pursuits, everyone must respect Sydney Olympic Park Archers, Archery Australia, RGB brands and follow the guidelines in place to ensure the intellectual property or relationship with sponsors and stakeholders is not compromised (see 5.0 below).

4. USAGE:

- a. For anyone involved with the sport such as member, registered affiliate, volunteer 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;
 - A Committee Member, or any person engaged in an official capacity with Sydney Olympic Park Archers, Archery Australia, or RGB must not establish or contribute to an unapproved Website or Social Media page without formal approval of the Sydney Olympic Park Archers committee. Must not comment on, or publish, information that is confidential or in any way sensitive to Sydney Olympic Park Archers, Archery Australia, or RGBs, or its affiliates, partners or sponsors; and
 - Must not bring the organisation or archery into disrepute and use such outlets as a method of bullying, harassing or intimidating anyone.
 - Must not use the brand or image of Sydney Olympic Park Archers or Archery Australia, RGB, affiliate or sponsor (see 5.0 below) to endorse or promote any product, express political opinion; and it must be abundantly clear to all readers that any and all opinions shared are those of the individual, and not represent or reflect the views of Archery Australia, RGB, affiliate or sponsor.

5. MODERATING SOCIAL MEDIA

The reputation of the Sydney Olympic Park Archers is first and foremost, and this involves maintaining a safe and friendly environment for its members.

From time to time social media forums may be hijacked by ‘trolls’ or ‘spammers’, or attract people who attack or degrade other posters or the Association aggressively. In order to maintain a pleasant environment for everybody, these posts need to be moderated.

Freedom of speech is to be encouraged, but if posts contain one or more of the following, it is time to act:

- Any use of profanity
- Defamatory, slanderous or aggressive attacks on Sydney Olympic Park Archers, other individuals, Associations, or public figures
- Copyrighted material not within reasonable use, in the public domain, or available under Creative Commons license
- Breach of data protection or privacy laws
- Repetitive advertisements
- Topics which fall outside the realms of interest to members and stakeholders, and which do not appear to be within the context of a legitimate discussion or enquiry.

If a post appears only once:

- Remove the post as soon as possible
- If possible/appropriate, contact the poster privately to explain why you have removed the post and highlighting Sydney Olympic Park Archers posting guidelines.

If a Member continues to post inappropriate content, or if the post can be considered spam:

- Remove the post as soon as possible
- Ban or block the person to prevent them from posting again
- Report the user to the relevant platform authority if requested by any user, or if the Association feels threatened in any way

Banning and blocking should be used as a last resort only, and only when it is deemed clear that the poster intends to continue to contribute inappropriate content.

The decision to block, ban and remove posts ultimately lies with the Administrator.

6. BRANDING AND INTELLECTUAL PROPERTY (IP):

It is important that any trademarks belonging to Sydney Olympic Park Archers or Archery Australia, RGB, Affiliate or sponsor 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 include:

- Sydney Olympic Park Archers, Archery Australia, RGB, affiliate or sponsor logos;

- Images depicting Sydney Olympic Park Archers or Archery Australia, RGB members, registered affiliates, volunteers, and/or equipment, except with the permission of those individuals;
- Other Sydney Olympic Park Archers or Archery Australia, RGB, affiliate, or sponsor imagery including colours, emblems, uniforms.

7. OFFICIAL SYDNEY OLYMPIC PARK ARCHERS SOCIAL PAGES AND ONLINE FORUMS:

When creating a new website, social networking page or forum for Sydney Olympic Park Archers or Archery Australia, or RGB for member's use, care should be taken to ensure the appropriate written consent to create the page or forum has been granted.

Similarly, appropriate permission must be obtained for the use of logos or images.

Images of children (minors under the age of 18 years) may not be replicated on any site without written permission of the child's parent or guardian. This also includes names, address, performances or any personal details concerning the individual.

For official 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 through 'pop up' content which may be of questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
- All material published or used must respect the copyright of third parties.
- Publish information, reports, proposals or document which are the property of or intended for Sydney Olympic Park Archers use without the written permission of the Executive Committee.

8. CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES:

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. It should be recognised that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private function or activity will not appear publicly on the internet. In certain situations, this could breach the privacy act or inadvertently make the sport liable for breach of copyright.

Be considerate to others in such circumstances, information should not be posted unless consent has not been sought and given. Information, images etc must be immediately removed about another person if that person asks them to do so.

- a. Under no circumstance should offensive comments be made about Sydney Olympic Park Archers, Archery Australia, RGB, members, registered affiliates, volunteers or sponsors online.

9. BREACH OF POLICY:

- a. Detected breaches of this policy should be reported immediately to Sydney Olympic Park Archers or Archery Australia, or RGB.
- b. If detected, a breach of this policy may result in disciplinary action in accordance with the Archery Australia Member Protection Policy.

10. CONSULTATION OR ADVICE:

This policy has been developed to provide guidance for Sydney Olympic Park Archers, Archery Australia, members, Club, registered affiliate, and volunteers. Anyone who are unsure of their rights, liabilities or actions online and are seeking clarification should contact the Sydney Olympic Park Archers President.