

Social Media Policy

POLICY AREA	Marketing and Communications
DATE WRITTEN	Friday 25 June 2021
DATE APPROVED BY BOARD	
RESPONSIBLE OFFICER	Marketing and Communications
RELATED DOCUMENTS	
CURRENT VERSION	1.0

SUMMARY

The key points within this document are:

- Social media refers to any online tool or functions that allow people to communicate and / or share content via the internet.
- This policy does not apply to the personal use of social media where it is not related to, or there is no reference to ANU Sport and/or any of its Affiliated Clubs and/or programs or their businesses, competitions, teams, participants, products, services, events, sponsors, members, or reputation,
- You must be expressly authorised by ANU Sport and/or one of its Affiliated Clubs before engaging in social media as a representative of ANU Sport and/or one of its Affiliated Clubs.
- It is the individuals responsible to follow the guidelines outlined in this policy when using social media. If any guidelines are unclear, please contact ANU Sport for further advice.
- Breaches of this policy may result in disciplinary action to the individual in breach.

1. PURPOSE

Social media is changing the way we communicate.

This policy has been developed to inform our ANU Sport community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance aimed at allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

It is also intended that this policy will assist to establish a culture of openness, trust and integrity in all online activities related to ANU Sport.

This policy contains ANU Sport guidelines for the ANU Sport community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, please seek advice from ANU Sport directly.

2. SCOPE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the Internet. This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

Any post, image, comment, status update or other use of social media may not be, or remain, private once it is posted on a social media platform. It is important to remember that you are personally responsible for the content you publish on any form of social media platform.

This policy is applicable when using social media as:

1. an officially designated individual representing ANU Sport and/or any of its Affiliated Clubs and/or programs on social media; and
2. if you are posting content on your personal social media in relation to ANU Sport and/or any of its Affiliated Clubs and/or programs and/or member that might affect ANU Sport and/or any of its Affiliated Clubs and/or programs or their business, products, services, events, sponsors, members, or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to, or there is no reference to ANU Sport and/or any of its Affiliated Clubs and/or programs or their businesses, competitions, teams, participants, products, services, events, sponsors, members, or reputation. However, any misuse by you of social media in a manner that does not directly refer to ANU Sport and/or any of its Affiliated Clubs and/or programs may still be regulated by other policies, rules or regulations of those bodies.

3. POLICY

COVERAGE

This policy applies to all persons who are involved with the activities of ANU Sport and those others in any way affiliated with it, whether they are in a paid or unpaid capacity, including:

- Affiliated Clubs and their members;
- Athletes, coaches, officials and other personnel registered with, or participating in events and activities, including camps and training sessions, held or sanctioned by, ANU Sport or any of its Affiliated Clubs;
- Persons appointed or elected to the boards, committees and sub-committees of ANU Sport and its Affiliated Clubs;
- Employees of ANU Sport and its Affiliated Clubs;
- Support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- Coaches and assistant coaches;
- Referees, judges and other officials;
- Members of the fitness centre and other associated/affiliated organisations.

USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

You must be expressly authorised by ANU Sport and/or one of its Affiliated Clubs before engaging in social media as a representative of the same. As a part of ANU Sport's community, you are an extension of its brand.

As such, the boundaries between when you are representing yourself and when you are representing ANU Sport can often be blurred. This becomes even more of an issue as you increase your profile or position within ANU Sport. Therefore, it is important that you always represent both yourself and ANU Sport appropriately online.

GUIDELINES

You must adhere to the following guidelines when using social media related to ANU Sport or its business, products, competitions, teams, affiliated clubs, participants, services, events, sponsors, members, or reputation.

- **PROTECT YOUR OWN PRIVACY** – Be smart about protecting yourself and your privacy. When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.
- **BE HONEST** – Your honesty, or dishonesty, may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, or misleading. Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have. If you

have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, you must disclose that affiliation. The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

- **USE DISCLAIMERS** – Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. ANU Sport) and state that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but do not count on it to avoid trouble, it may not have legal effect.
- **REASONABLE USE** – If you are an employee of ANU Sport and/or any of its Affiliated Clubs, you must ensure that your use of social media does not interfere with your work commitments or productivity.
- **RESPECT CONFIDENTIALITY AND SENSITIVITY** – When using social media, you must maintain the confidentiality of ANU Sport and/or any of its Affiliated Club's confidential information. Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by ANU Sport and/or any of its Affiliated Clubs, it is perfectly acceptable to talk about ANU Sport and/or any of its Affiliated Clubs and have a dialogue with the community, but it is not okay to publish the confidential information of the organisation.

Confidential information includes, but it not limited to, things such as details of personal information about an individual, litigation or other legal proceedings, unreleased product and program information, coaching practices, financial information, and trade secrets.

When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

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.

- **GAIN PERMISSION WHEN PUBLISHING A PERSON'S IDENTIFIABLE IMAGE** – You must obtain express permission from an individual to use a direct, clearly identifiable image of that person. You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents, or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image or video content.
- **COMPLY WITH APPLICABLE LAWS** – Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying, or misleading and deceptive content.
- **ABIDE BY COPYRIGHT LAWS** – It is critical that you comply with the laws governing copyright in relation to material owned by others and ANU Sport's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.
- **DISCRIMINATION, SEXUAL HARASSMENT AND BULLYING** – The public in general, and ANU Sport's employees, members and affiliates reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. When using social media, you may also be bound by ANU Sport's Member Protection Policy and Codes of Conduct.

- **AVOID CONTROVERSIAL ISSUES** – Within the scope of your authorisation by ANU Sport or one of its Affiliated Clubs, if you see misrepresentations made about that organisation in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party.
- **DEALING WITH YOUR MISTAKES** – If you make an error, be up front about your mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as his or her copyrighted material or a defamatory comment about him or her), address it promptly and appropriately and if necessary, seek legal advice.
- **BE CONSCIENTIOUS AND THINK ABOUT CONSEQUENCES** – Keep in mind that what you write is your responsibility. You should always follow the terms and conditions for any third-party sites in which you participate.
- **USE COMMON SENSE** – Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for ANU Sport.

BRANDING AND INTELLECTUAL PROPERTY OF ANU SPORT

You must not use any of ANU Sport's intellectual property or imagery on your personal social media without prior approval. ANU Sport's intellectual property includes, but is not limited to:

- Trademarks
- Logos
- Slogan imagery which has been posted on ANU Sport's official social media sites or website.

You must not create either an official or unofficial ANU Sport presence using the organisation's trademarks or name without prior approval from the organisation.

You must not imply that you are authorised to speak on behalf of ANU Sport unless you have been given official authorisation to do so by the organisation.

POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using ANU Sport's or any of its Affiliated Club'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 if said *in person* during a tournament would result in a breach of the rules of the tournament.
- Posting or sharing any content in breach of ANU Sport’s Member Protection Policy.
- Posting or sharing any content that is a breach of any State or Commonwealth law.
- Posting or sharing any material to social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing ANU Sport, its affiliates, its officials, member, sponsors, or The Australian National University 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 of the ordinary members of the public.

REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to ANU Sport or any of its Affiliated Clubs, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Chief Executive Officer of ANU Sport.

INVESTIGATION

Alleged breaches of this social media policy may be investigated by ANU Sport. Where it is considered necessary, ANU Sport may report a breach of this social media policy to police.

DISCIPLINARY PROCESS AND CONSEQUENCES

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedures contained in the ANU Sport’s Regulations and/or Member Protection Policy. Employees of ANU Sport or one of its Affiliated Clubs who breach this policy may face disciplinary action up to and including termination of employment. Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trademark laws, privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000
- Equal opportunity laws
- Contempt of Court
- Gaming laws

Approved by the Board of ANU Sport Friday 2 July 2021



4. POLICY HISTORY

VERSION	DATE	AUTHOR	UPDATE NOTES
1	25/06/2021	K. McCaskie	