



Little Athletics ACT

SOCIAL MEDIA POLICY

Social media is changing the way we communicate.

This policy has been developed to inform the Little Athletics ACT (LAACT) community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to LAACT.

This policy contains LAACT guidelines for engaging in social media use. It also includes details of breaches of the policy and relevant disciplinary procedures.

In circumstances where guidance about social media issues has not been given in this policy, please use common sense or seek advice from LAACT.

1. POLICY STATEMENT

This policy complements LAACT's mission and core values as outlined in its [Strategic Plan](#).

1.1. Coverage

This policy applies to all persons who are involved with the activities of LAACT in any capacity, and include:

- members, including life members of LAACT;
- persons appointed or elected to the LAACT Board of Management, committees and sub-committees;
- employees of LAACT;
- Association Officers of LAACT;
- affiliated Centres and Clubs, including persons appointed or elected to committees and sub-committees;
- coaches;
- athletes;
- officials;
- support personnel such as Age Managers, Carnival Managers, and their assistants; and
- family and friends of LAACT members.

1.2. 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.

This policy is applicable when using social media as:

1. an officially designated individual representing LAACT on social media;
2. if posting content on social media directly or indirectly in relation to LAACT that might affect LAACT's business, products, services, events, sponsors, teams, 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 direct or indirect reference to, LAACT, or its business, products, services, events, sponsors, teams, members or reputation. However, any misuse of social media in a manner that does not directly refer to LAACT may still be regulated by other policies, rules or regulations of LAACT.

1.3 Using Social Media in an Official Capacity

Individuals must be authorised by LAACT before engaging in social media as a representative of LAACT.

Authorised representatives are extensions of the LAACT brand, and as such, the boundaries between individual representation and representing LAACT may become blurred. It is important that individuals represent both themselves and LAACT appropriately online, at all times.

2. GUIDELINES

The following guidelines are to be adhered to when using social media related to LAACT, or its business, products, services, events, sponsors, teams, members or reputation.

2.1 Use common sense

When using social media, the lines between public and private, personal and professional, may be blurred.

If unsure as to whether or not the content to be shared is appropriate, please seek advice from others or the LAACT Office before doing so, or refrain from sharing the content to be on the safe side.

2.2 Privacy

Be smart about protecting yours and others 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.

2.3 Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. LAACT recommends erring on the side of caution – if in doubt, do not post or upload.

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.

2.4 Reasonable use

If you are an employee of LAACT, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

2.5 Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of LAACT's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of LAACT.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

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 directly related to an individual. This is particularly relevant to publishing any information regarding children or young persons under the age of 18 years old.

2.6 Gaining permission when publishing identifiable images

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.

2.7 Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

2.8 Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and LAACT's own copyrights and brands.

You should never quote or use 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.

2.9 Discrimination, sexual harassment and bullying

The public in general, and LAACT's employees and members, 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.

Relevant laws apply and you may also be bound by LAACT's values, policies and Codes of Behaviour.

2.10 Avoiding controversial issues

If you see misrepresentations made about LAACT in the media, please contact the LAACT Office. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

2.11 Dealing with mistakes

If you make an error while posting on social media, be up front about the 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 a defamatory comment about them), address it promptly and appropriately. Little Athletics Centres and clubs should notify the LAACT Office if issues arise.

2.12 Conscientious behaviour and awareness of the 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.

2.13 Branding and intellectual property of LAACT

You must not use any of LAACT's intellectual property or imagery on your personal social media without prior approval from LAACT.

LAACT's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on LAACT official social media sites or website.

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

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

3. POLICY BREACHES

Breaches of this policy include, but are not limited to:

- Using LAACT's name, motto, crest, logo and/or other intellectual property in a way that would result in a negative impact for the organisation, its centres/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 participation in the sport, would result in a breach of LAACT's codes of conduct.

- Posting or sharing any content in breach of LAACT's anti-bullying, sexual harassment or other similar policies.
- Posting or sharing any content that is a breach of any State or Commonwealth law.
- Posting or sharing any material to LAACT's social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing LAACT, its affiliates, its sport, its employees, officials, coaches, 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 of the ordinary members of the public.

3.1 Reporting and Investigation

If you notice inappropriate or unlawful content online relating to LAACT, you should report the circumstances to:

Executive Officer
LAACT
PO Box 5094
Garran ACT 2605

Telephone: (02) 6247 1296
Email: executive@actlaa.org.au

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

3.2 Disciplinary Procedures and Appeals

Depending on the circumstances, breaches of this policy may be dealt with by the LAACT Board of Management, and where applicable, in accordance with the disciplinary procedure contained in LAACT's Constitution and By-Laws. If determined, at the sole discretion of the LAACT Board of Management, to be a severe breach of this policy, such breach may be referred to the relevant authority, including the ACT Police.

Employees of LAACT who breach this policy may face disciplinary action. Any such disciplinary action is at the sole discretion of the LAACT Board of Management.

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal.

4. DEFINITIONS

blog means an online journal or informational website displaying information in the reverse chronological order, where a writer or a group of writers, share their views on an individual subject.

employee means an individual employed, or usually employed, by Little Athletics ACT on a full time, part time or casual basis.

geospatial tagging means the process of adding location identifying metadata including coordinates, an address, city, or postcode, to various types of media including web content, images, video, audio and social media posts.

instant messaging means real-time text-based communication over the Internet.

logo means a graphic mark, emblem, symbol or stylized name, used to identify a company, organisation, product, service or brand.

microblog means a type of blog in which users can post small pieces of content including short sentences, pictures, video or audio, on the Internet.

podcast means a type of digital media, usually audio, that is available in a series of episodes or parts and is streamed or downloaded by the user over the Internet.

review site means a website on which reviews can be posted about people, businesses, products or services.

slogan means a memorable phrase that is used to represent a company, organisation, product, service or brand.

trademark means a sign, including a letter, word, phrase, name, figure, mark or symbol, or any combination thereof, used, or intended to be used, to legally distinguish a product or service from all other products or services of its kind.

5. RELATED LEGISLATION AND DOCUMENTS

[ACTLAA Constitution and By-Laws](#)

[LAACT Sexual Harassment Policy](#)

[LAACT Anti-bullying Policy](#)

[Discrimination Act 1991 \(ACT\)](#)

[LAACT Personal Protection and Intervention Policy](#)

[LAACT Inclusion Policy](#)

[Human Rights Act 2004 \(ACT\)](#)

[Privacy Act 1988 \(Cth\)](#)

[LAACT Privacy Policy](#)

[Crimes Act 1900 \(ACT\)](#)

[Copyright Act 1968 \(Cth\)](#)

[Patents Act 1990 \(Cth\)](#)

[Trademarks Act 1995 \(Cth\)](#)

[Designs Act 2003 \(Cth\)](#)

[Australian Association of National Advertisers \(\(AANA\) Codes of Practice](#)

[Fair Work Act 2009 \(Cth\)](#)

5. APPROVAL AND REVIEW

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Administrator	Marketing and Public Relations Director, LAACT
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