

POLICY	KRA / NUMBER COM/002
TITLE:	Social Media Policy
KRA:	Marketing & Communications
RELATED POLICIES:	COM/001 - Media Policy
RESPONSIBILITY:	Head of Marketing and Communications
DRAFTED BY:	Head of Marketing and Communications
APPROVED DATE:	30 August 2022
ATTACHMENTS:	

Australian Sailing Social Media Policy

Purpose

Australian Sailing understands that Social Media is an important and widely-used communication platform, and recognises that positive and active participation in Social Media may help to promote and grow the sport.

This Social Media Policy provides guidelines on the effective and productive use of Social Media platforms, including what is considered to be acceptable and unacceptable behaviour in relation to the use of Social Media.

Australian Sailing understands that its Associates will use Social Media in a personal capacity. This policy reminds Associates of the scope to which responsibilities as an Associate extend.

Scope

This policy applies to all Associates of Australian Sailing.

Australian Sailing understands that the boundaries between professional and personal life in regard to Social Media can become blurred. In general, activities and actions conducted outside normal working hours are a personal decision, however activities in or outside of work that may affect performance, the performance of others or Australian Sailing's interests or reputation can have consequences for Australian Sailing and for the Associate's involvement with Australian Sailing.

This policy establishes practical, reasonable and enforceable guidelines for the constructive use of Social Media by an Associate in both official and personal capacities.

This policy should be read in conjunction with Australian Sailing's [Member Protection Policy](#), [National Integrity Framework](#) and [Complaints, Disputes and Discipline Policy](#).

Definitions

Associate - all employees, coaches, athletes, contractors, committee members and board members of Australian Sailing.

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Official Use – where an Associate is using Social Media as a representative of Australian Sailing and with permission from the Chief Executive Officer or the Head of Marketing and Communications.

Professional Use - refers to when an account is publicly open, content is published on an open, publicly accessible channel or the purpose of the account has a connection to work-related topics or issues.

For example, an Associate might create an Instagram account specifically to share their knowledge about subject matters with the general public. Although they are not officially representing Australian Sailing, there is a connection between the content created and their role as an Associate.

Personal Use – refers to an account that has secure privacy settings and is not visible to the general public. The purpose of the account has no connection to work-related topics or issues. Examples could include an Associate using a personal Facebook profile that has secure privacy settings or a private Instagram or Twitter account.

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Social Media refers to a range of online platforms and applications – including but not limited to Facebook, Twitter, Instagram, Tiktok and Snapchat – that allow people to publish, share and discuss content. This includes any Australian Sailing social media platforms.

Policy

General

Australian Sailing expects all Associates to exercise personal responsibility whenever Social Media is being used. Use of Social Media must always be:

- appropriate;
- professional;
- respectful; and
- mindful of the Associate's role and obligations within Australian Sailing.

Associates must not make comments that, directly or indirectly:

- may be considered offensive, unethical or derogatory, or that is inconsistent with Australian Sailing's core principles, values, vision and mission and corporate communications and messages.
- constitute bullying or harassment of any kind;
- imply Australian Sailing's endorsement of personal views;
- bring Australian Sailing into disrepute or compromise the effectiveness of Australian Sailing;
- defame, disparage or criticise other Associates or Australian Sailing; or other organisations, including Australian Sports Commission, Australian Institute of Sport, Australian Olympic Committee and partners, donors or sponsors of Australian Sailing;
- criticise or disparage team selections, policies or any other decision or action made by individuals or organisations, including Australian Sailing, Australian Sports Commission, Australian Institute of Sport, Australian Olympic Committees partners, donors or sponsors of Australian Sailing;
- disclose any confidential information, or any information gained during the course of employment or association (paid or unpaid) about individuals, policies, issues or general business content;

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- include Australian Sailing logos, images or any material that is owned by Australian Sailing without prior written approval from the Head of Marketing and Communications;

If you are unsure as to whether a post or comment may potentially be in breach of this policy- do not post and seek assistance/ clarification from the Head of Marketing and Communications.

Australian Sailing acknowledges that complaints or negative comments regarding Australian Sailing may be posted on Social Media by the general public. In these circumstances, Associates must:

- not respond, argue or refute complaints or negative feedback that they may come across on Social Media; and
- report the posts to the Head of Marketing and Communications (or, where applicable, their direct manager or supervisor).

The Head of Marketing and Communications is responsible for dealing with any complaints or negative comments on Social Media.

When posting on Social Media, Australian Sailing's other relevant policies and procedures must also be complied with.

Official Use

Only Associates that are expressly authorised by the Chief Executive Officer or the Head of Marketing and Communications to represent Australian Sailing may use Social Media for Official Use in accordance with this policy and the Media Policy.

Social media accounts for Australian Sailing purposes cannot be created without first gaining prior approval from the Head of Marketing and Communications.

When posting content that clearly identifies a co-worker by image or name, or any other way which can identify the co-worker either on its own, or in combination with other information, the Associate must obtain permission from the co-worker.

When publishing content that clearly identifies an underage participant by image or name or any other way which can identify the underage participant either on its own, or in combination with other information, the Associate must ensure the participant's parent or guardian has signed a permission to publish form.

Associates should respect and obtain permission to use third-party copyrights, trademarks or other intellectual property including user-generated content. Where using third-party content protected by copyright, Associates must acknowledge their source.

Associates should use discretion. In trying to be transparent, they need to take care not to publish information that has not been, or should not be, made public. They must seek permission to publish any information that isn't already in the public domain.

As well as complying with the above, all Official Use of Social Media by an Associate must be in line with Australian Sailing's strategy, as provided by the Chief Executive Officer and the Head of Marketing and Communications.

Professional Use

Associates of Australian Sailing have a great deal of experience across a range of technical areas. Associates are encouraged to engage in public conversations in their area of expertise through social media. There is a natural association between what an Associate publishes online and Australian Sailing itself. The lines between personal and professional life are blurred in online social networks. For this reason, Associates are required to act as ambassadors for Australian Sailing and role models for the sailing community.

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Associates may use professional social networks such as LinkedIn to create a connection between the Associate and Australian Sailing. Associates are encouraged to use these channels for professional development purposes according to the rules of engagement (see “Rules of Engagement”) that are published on the page by the page administrator.

Staff should be transparent and identify themselves as an Australian Sailing Associate when discussing Australian Sailing related topics or issues. Comments should be apolitical, impartial and professional, as defined in the Code of Conduct.

Associates can post on professional accounts, where the content is work related. This excludes video, images and/or identifying information about other Associates unless that information has been made publicly available.

Associates must make sure that confidential information, in any form, cannot be accessed by unauthorised people. Sensitive information should only be provided to people, either within or outside Australian Sailing, who are authorised to have access to.

Associates should adopt a polite and considerate tone and avoid crossing the line from healthy debate into attack. Associates should know and respect the terms of use of any social media community they have joined (see “Rules of Engagement”).

Personal Use

Associates should be aware that they could be identified as an Associate of Australian Sailing from their online activities. For this reason, Associates should not post about their work, colleagues or share Australian Sailing information that isn't already in the public domain. Any identifiable information can be deemed a breach of privacy.

Associates should be mindful of time spent engaging on personal social media while at work.

Associates must not post images, video and/or any identifying information about other Associates unless it is through an official Australian Sailing social media account in accordance with the procedures for posting on official accounts.

Associates must not post on personal accounts, images, video and/or any identifying information about other Associates where the relationship between them predominantly stems from their work. However, identifying information about other Associates can be posted on private accounts with their consent.

Associates can share official Australian Sailing content that is publicly available.

In addition to the General Terms, Associates using Social Media for Personal Use must ensure that they:

- do not use their Australian Sailing email address (if any) to register for personal Social Media accounts;
- do not infer that they represent Australian Sailing without specific authorisation from the CEO or Head of Marketing & Communications;
- do not post Australian Sailing's confidential information, including proprietary information, member data and unpublished statements, on their personal Social Media accounts; and
- do not comment on Australian Sailing-related financial or legal matters on their personal Social Media accounts.

While Associates are entitled to have a personal opinion, they must also be mindful that:

- the general public often see or have access to the personal content posted online; and
- posts intended only for family and friends can be forwarded to others and therefore become public.

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Rules of Engagement

Rules of engagement are explicit and mandatory rules about the acceptable behaviour for all participants. They should clarify what type of behaviour is not acceptable and what actions will be taken if the rules are broken.

Users of all online channels are governed by the specific terms of use set out by each channel. For example:

- [Facebook's terms of use](#)
- [The Twitter Rules](#)
- [YouTube Community Guidelines](#)
- [Instagram Community Guidelines](#)

Facebook allows each organisational Facebook page to publish individual rules of engagement on their respective page. All official Facebook pages must publish their rules of engagement in clear view of the page. Account administrators can tailor the below example to the needs of their community. They can then copy and paste it onto the 'about' section of their page, or create a 'rules' tab and paste it there.

Facebook encourages all users to use the 'Report' links when they find abusive content. Note to Facebook administrators: Legal precedents exist where organisations have been deemed responsible for comments made by others on their official Facebook pages. Owners of Facebook pages or groups have a responsibility to remove comments that could cause offense with a reasonable amount of time. For corporate organisations this is 24 hours.

Consequences of breach of this policy

Any breach of this policy by an Associate must be reported to the Head of Marketing and Communications or the CEO (or where applicable, their direct manager or supervisor) as soon as practicable after the breach is identified or brought to the attention of the Associate.

A breach of this policy may lead to disciplinary action which may involve a verbal or written warning or in serious cases, termination of employment or association. Where inappropriate use of Social Media under this policy constitutes a breach of any law, action may also be taken in accordance with that law by Australian Sailing or concerned third parties.

Policy Review

This policy will be reviewed periodically to reflect the regularly changing landscape of Social Media.