



# Social Media Policy

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## 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, Archery Australia 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 sport's 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 Archery Australia, an RGB or Club or an affiliate and/or discusses 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 Archery Australia, RGBs or Clubs or its affiliates or related activities.

## 2. Scope

This policy applies to Archery Australia members, registered affiliates, volunteers, staff or any individual representing themselves or passing themselves off as being a member of Archery Australia, RGB or Club.

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 LinkedIn, Facebook, Twitter, Instagram or TikTok);
- Comments on forums or chat rooms;
- Content sharing including Threads (photo sharing) and YouTube (video sharing);
- 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 online groups or digital community platforms (Facebook Groups, Discord, Slack); or
- Editing Wikipedia page

The intent of this policy is to include anything posted online where information is shared that might affect members, affiliates, colleagues, clients, sponsors or Archery Australia, RGB or Club or its affiliates.

## 3. Guiding Principles

- a. The web is not anonymous. Archery Australia members, registered affiliates, volunteers and staff should assume that everything they write can be tracked back to them.
- b. Due to the unique nature of 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, registered affiliate,



employee and volunteer for Archery Australia, RGB or Club. Archery Australia considers all members; registered affiliates of Archery Australia 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 Archery Australia, RGB and Club 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**

For anyone involved with the sport such as member, registered affiliate, volunteer and staff 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 Board Member, Committee Member, Employee or any person engaged in an official capacity with Archery Australia, RGB or Club must not establish or contribute to an unapproved Website or Social Media page without formal approval of the Archery Australia Board or CEO.
- Must not comment on, or publish, information that is confidential or in any way sensitive to Archery Australia, RGBs, Clubs or its affiliates, partners or sponsors.
- 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 Archery Australia, RGB, Club, 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, Club, affiliate or sponsor.

#### **5. Branding and Intellectual Property (IP):**

It is important that any trademarks belonging to Archery Australia, RGB, Club, 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:

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

#### **6. Official Archery Australia Blogs, Social Pages and Online Forums:**

When creating a new website, social networking page or forum for Archery Australia, RGB or Club 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;
- Officials, staff or employees should not use online pages to promote personal projects (refer Conflict of Interest Policy);
- All material published or used must respect the copyright of third parties;
- Publish information, reports, proposals or documents which are the property of or intended for Archery Australia use without the written permission of Archery Australia Board or the CEO

#### **7. 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 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 Archery Australia, RGB, Club, members, registered affiliates, staff, volunteers or sponsors online.

#### **8. Policy and Legal Compliance**

#### **9. Breach of Policy:**

- a. Detected breaches of this policy should be reported immediately to Archery Australia, RGB or Club
- 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 Archery Australia, members, Club, registered affiliate, staff and volunteers. Anyone who are unsure of their rights, liabilities or actions online and are seeking clarification should contact the Archery Australia Office or National Member Protection Information Officer.

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