VOLLEYBALL AUSTRALIA

SOCIAL MEDIA POLICY

Board endorsed date: 8 September 2022

Commencement date: 9 September 2022

Policy to be reviewed: September 2023

1. Background

This policy is intended to provide Volleyball Australia's (VA) staff, Members, athletes, contractors and volunteers with a framework to guide their use of social media in a manner that is consistent with the organisation's mission. This policy applies to all parties (staff, Members and volunteers). VA expects its staff, Members and volunteers to use social media in accordance with this policy.

2. Definition

Social media is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.

Social media channels can include but are not limited to:

1. Social networking sites like Facebook, MySpace and Google +;
2. Video and photo sharing sites such as YouTube, Flickr, Pinterest, Snapchat, Instagram, Ticktok and Vimeo;
3. Blogs, including personal and corporate blogs such as Tumblr and Wordpress accounts;
4. Comments left on blogs hosted by media outlets e.g. smh.com.au;
5. Micro-blogging sites such as Twitter and Tumblr;
6. Wiki's and online collaborations;
7. Forums, discussion boards and groups such as Whirlpool;
8. Online multiplayer gaming platforms such as World of Warcraft;
9. Instant messaging including SMS and iMessage;
10. Online dating sites such as Tinder and RSVP;
11. Podcast and vodcast sites;
12. Geo-spacial tagging such as Foursquare; and
13. Livestreaming sites and apps such as Twitch and Periscope.

3. Scope

This Policy applies to VA staff, Members, and volunteers who represent VA, both in Australia and overseas. This includes, as far as practicable, suppliers, partners and contractors (in this policy Social Media Users).

The boundaries between a Member's profession, volunteer time and social life can often be blurred. It is therefore essential that VA 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 volunteer for VA. VA considers all Members of VA as its representatives.

4. GUIDING PRINCIPLES FOR SOCIAL MEDIA USE

For official and personal users of social media

Whenever Social Media Users are interacting on social media, in a professional or personal context, the following guiding principles should be considered and applied at all times.

Please note VA staff and members are also bound by the VA Code of Conduct, the National Integrity Framework including the Child Safeguarding Policy and Member Protection Policy.

A Social Media User should:

a) Not criticise VA, sponsors, athletes, other organisations and their employees, volunteers or supporters, VA or its Member States or Clubs;

b) Not harass, bully or intimidate or display any other form of inappropriate behaviour as per the VA Member Protection Policy (in particular Cyber Bullying);

c) Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, pornographic, sexist, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;

d) Not defame any other person or entity;

e) Not do anything that breaches their terms of employment or membership;

f) Respond to others' opinions respectfully;

g) Subject to VA policies and otherwise the consent of VA not use any VA intellectual property or imagery;

h) Respond to others' opinions respectfully and acknowledge and correct mistakes promptly;

i) Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;

j) Only disclose and discuss approved and publicly available information and content (including videos, audio and images);

k) Adhere to terms and use of the relevant social media platform/website, as well as VA policies;

l) Not post content that might otherwise cause damage to the reputation of VA or bring it into disrepute;

m) Disclose conflicts of interest where able

n) Not directly express a political affiliation on an official account or a personal account clearly associated with VA activities;

o) Not upload information of a confidential nature, especially in regard to VA's services or Members;

p) Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property; and

q) Not use VA IP in relation to any paid or unpaid promotion or endorsement of products or commercial entities including in kind services or gifts; unless in agreement with VA.

In addition, an VA Staff Member should:

a) Ensure that comments, posts, and responses from official VA accounts are true and accurate;

b) Not conduct a private business through VA's social media presence;
c) Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, pornographic, sexist, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful.

USE OF VA INTELLECTUAL PROPERTY ON SOCIAL MEDIA

When using social media for professional or personal pursuits, all VA members must respect the VA brand and follow the guidelines in place to ensure VA's Intellectual Property and its relationships with sponsor and stakeholders are not compromised and that the organisation is not brought into disrepute.

USE OF PHOTOGRAPHY ON SOCIAL MEDIA

In summary, photos or video that may be interpreted as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist must not be used in any way. VA reserves the right to remove any inappropriate images from official VA sites.

Copyright legislation must be adhered to at all times. If a photo or video does not belong to VA, permission should be obtained and appropriate recognition be given upon posting the content.

The consent of any individual must be sought before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, consent must be provided by a parent or legal guardian.

Use of any official VA photo or video content on a personal social media account, without approval or authorisation is strictly prohibited.

PERMISSIONS

VA may create social media accounts to engage with its members, supporters and general public. Any account which represents VA must be authorised and approved by VA Management. The account should identify itself as an official account representing VA.

PERSONAL USE OF SOCIAL MEDIA WHEN YOU CAN BE IDENTIFIED AS A VA MEMBER

Personal use can be defined as the use of non-official VA social media accounts where the person can be identified as a VA Member.

Personal use is a matter for an individual user, however, individuals will be accountable for the consequences of their actions on social media if such actions contravene this policy and will be disciplined according to the policies and codes of conduct of VA and their individual employment or volunteer agreements.

NAMED AFFILIATIONS

Accounts (be it a blog, webpage, twitter account, Facebook page etc) that are not official, but are set up by employees, volunteers or supporters of VA for personal reasons can have an affiliation to VA, so long as the following is undertaken:

1. It should not have the affiliation with VA as the primary identifier; and
2. It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of VA.

For example, a staff member might include a bio similar to this:

"Likes apples and fishing, interested in politics and the news, works for VA, opinions expressed are my own and not to be taken as an endorsement or representing the views of VA".

5. POLICY BREACH

Misuse of social media can have serious consequences for VA, and consequently that misuse can have serious consequences in terms of disciplinary action for Social Media Users under this policy.

VA staff, members and volunteers must adhere to the terms of use of the relevant social media platform/website, as well as VA policies and their own organisations policies and legislative requirements.

The Conduct and Disciplinary Policy of VA applies to any Alleged Breach (as defined in the Conduct and Disciplinary Policy) of this policy.