



Social Media Policy

In effect August 2012



PREAMBLE

The Australian Dragon Boat Federation (AusDBF) welcomes all comments on our social media channels, including Facebook, Twitter and YouTube. We want to hear from members and fans about what they love about AusDBF, our events, teams, athletes, coaches and our achievements.

Everyone is welcome to express their views, comments, ideas, and insights about AusDBF and the sport in a courteous and respectful manner. Social media channels should not be used to abuse others, expose others to offensive or inappropriate content, or for any illegal purpose.

This policy has been prepared to maximise the benefits offered by social media and to ensure its potential negatives are avoided. While specific protocols are detailed further in this document and in other AusDBF policies and documents including, but not limited to its Codes of Conduct, as a general rule for using social media channels please ensure that you:

- protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers)
- represent your own views and not impersonate or falsely represent any other person
- are not abusive and do not harass or threaten others
- do not make defamatory or libellous comments
- do not use insulting, provocative or hateful language
- do not use obscene or offensive language
- do not post material to our social media channels that infringes the intellectual property rights of others
- do not post multiple versions of the same view to the our social media channels or make excessive postings on a particular issue
- do not promote commercial interests in your posts to our social media channels
- do not include internet addresses or links to websites, or any email addresses in your post to our social media channels that may infringe in any of the above ways.

AusDBF reserves the right to enforce this Policy at its discretion. AusDBF may remove any posted messages and content on its online sites that it considers to be in breach of the Policy. If you have any questions about this policy, please contact AusDBF at admin@ausdbf.com.au.

Social media privacy statement

AusDBF may record any information posted to one of our social media channels (including Facebook, Twitter and YouTube) and may use that information for the purpose of administering its social media channels and considering and/or addressing any comments made. No attempt will be made to further identify users of our social media channels except where authorised by law. AusDBF is not responsible for the privacy practices or content included on our social media channels or any linked websites. For further information contact AusDBF at admin@ausdbf.com.au.



WHY HAVE A SOCIAL MEDIA POLICY?

The rise in use of social media as a communications and networking tool has been highly advantageous to organisations such as AusDBF. We have a well-used Facebook page, tweeted extensively during the Australian Championships and have encouraged representative paddlers to stay in touch across the country via social media groups. However, like any technology, it also brings the potential for misuse and abuse.

Over the last two years a number of sporting organisations have been faced with the challenge of dealing with negative comments and behaviours that would be readily identifiable as breaching our Codes of Conduct and expected behavioural standards, if they occurred through other channels.

Our law courts have also seen a number of ground breaking cases enter their domain. The result has been that comments made in social media environments are now regarded the same as if they were made via any other means, and face the same level of scrutiny and standards.

For example, people have now been found to have been defamed via Twitter, to have harassed via Facebook, and to have ‘published’ and ‘broadcast’ comments on their social media profiles, as if they were in a publicly available hard copy document, like a newspaper.

Additionally, a landmark legal ruling found that Facebook is also an advertising medium - and not just a way to communicate – and this will force companies to vet comments posted by the public to ensure they are not sexist, racist or factually inaccurate. AusDBF is a registered company under the Corporations Act.

However, sporting bodies continually find that athletes, officials and members still use social media to make comments that breach required behavioural standards, and could in some instances, attract legal reaction. As such, increased attention to enforcing an expected behavioural standard is occurring.

Strong disciplinary action is the result, and, for example, just days away from the 2012 London Olympics Opening Ceremony an athlete was removed from the Greek team for an inappropriate tweet: www.abc.net.au/news/2012-07-26/greek-triple-jumper-expelled-for-racist-tweet/4155256.

It is not just high profile, international and national athletes facing greater scrutiny, however, as this story detailing a suspension of an athlete from competition in the country NSW AFL for inappropriate social media postings shows: www.dailyadvertiser.com.au/story/129916/first-twitter-suspension-for-afl-nsw-act.

Dragon Boat is not isolated from such events, and disciplinary action for inappropriate comments on social media sites has already occurred in our sport.

With these concerns in mind, and with a desire to ensure dragon boating remains a positive and pleasant environment for all participants, AusDBF is being more mindful of the potential for misuse of social media. In addition to overseeing this policy and applying relevant related policies and rules, AusDBF has also asked state peak bodies and club executives to enforce appropriate social media use and policies.



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, AusDBF recognises the benefits of social media as an important tool of engagement and enrichment for our members.

It is important that the reputation of AusDBF, its affiliated associations, clubs, athletes, officials, coaches and volunteers, as well as the sport generally, is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference AusDBF.

When someone identifies them self with AusDBF, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express them self appropriately and in ways that are consistent with AusDBF's values and 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 AusDBF members or staff that makes no reference to AusDBF or related issues.

SCOPE

This policy applies to AusDBF members, appointed delegates, volunteers and staff. It works in conjunction with all other AusDBF policies, rules, regulations and documents including, but not limited to, the Codes of Conduct, Constitution, rules of racing, Members Protection Policy and Complaints Handling Policy.

This policy covers all forms of social media. Social media includes, but is not limited to activities such as:

- Maintaining a profile page on social or business networking sites (such as, but not limited to, LinkedIn, Facebook, Shutterfly, Snapchat, Instagram, Twitter or MySpace)
- Content sharing including, but not limited to, Flickr (photo sharing) and YouTube (video sharing)
- Commenting on blogs for personal or business reasons
- Leaving product or service reviews on retailer sites or customer review sites
- Taking part in online polls and votes
- Taking part in conversations on public and private web forums (message boards)
- Editing a Wikipedia page, and other wikis.

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, sponsors or AusDBF as an organisation and the reputation of the sport in general.

GUIDING PRINCIPLES

The web is not anonymous. Social media sites are designed to allow posts and content to be disseminated broadly and beyond its original location and intended audience. It should be assumed that everything written can be traced back to the author.



The boundaries between professional, recreational and social life can often be blurred. It is therefore essential that staff and members make a clear distinction between what they do, think or say in their capacity as a staff member or member of AusDBF. AusDBF considers all staff members and members of the organisation as its representatives.

When using the internet for professional or personal pursuits, all staff and members must respect the brands of AusDBF, all Federation members, clubs, other staff and members and anybody else involved in our sport and follow the guidelines in place to ensure that the sport's intellectual property or its relationship with sponsors and stakeholders is not compromised (see 'Branding and intellectual property' below) or the organisation is brought into disrepute.

USAGE

For AusDBF members and staff using social media, such use must not:

- Contain or link to libellous, defamatory or harassing content, including the use of illustrations or nicknames
- Comment on or publish information that is confidential in any way
- Bring the organisation or the sport into disrepute
- Be in breach of the AusDBF Codes of Conduct and other policies, documents and rules.

For AusDBF staff using social media, such use must not interfere with work commitments.

BRANDING AND INTELLECTUAL PROPERTY

It is important that any trademarks, including but limited to names and logos, belonging to AusDBF, any Federation member or club are not used in personal social media applications, except where such use has been approved by the relevant organisation, or where such use can be considered incidental (where 'incidental' is taken to mean '*happening in subordinate conjunction with something else*').)

OFFICIAL AUSDBF BLOGS, SOCIAL PAGES AND ONLINE FORUMS

When creating a new website, social networking page or forum for staff, Association members, clubs, competitions or members generally, care should be taken to ensure the appropriate person or organisation has given permission to create the page or forum. Specifically, online presences for AusDBF, teams overseen directly by AusDBF (Auroras and other representative and appointed teams), and AusDBF events and Championships, are managed directly by AusDBF or are managed for AusDBF by an appointed individual or group only.

Similarly, appropriate permissions must be obtained for the use of logos or images, images of children (under 18) may not be replicated on any site without the written permission of the child's parents and/or guardian.

For official AusDBF blogs, social pages and online forums:

- Posts must not contain or link to pornographic or indecent content.



- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content that may be of questionable nature. This type of hosted site should not be used for online forum or social pages as the nature of ‘pop up’ content cannot be controlled. Federation members, clubs and individuals establishing sites for this use should also avoid ‘pop up’ sites.
- AusDBF employees and members must not use AusDBF online pages to promote personal projects without permission.
- AusDBF employees and members must not use AusDBF online pages to promote commercial ventures without permission.
- All materials published or used must respect the copyright of third parties.

CONSIDERATION TOWARDS OTHERS WHEN USING SOCIAL NETWORKING SITES

Social networking sites allow photographs, videos and comments (including actions that may be construed as endorsements such as, but not limited to, ‘likes’ and ‘retweets’) to be shared with thousands of other users. It is not possible to control their dissemination once uploaded or posted. AusDBF members and staff must recognise 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 private AusDBF events will not appear publicly on the internet (except through official sites). In certain situations, AusDBF staff or members could potentially breach Privacy legislation or inadvertently make AusDBF liable for breach of copyright.

AusDBF members and staff should be considerate to others in such circumstances and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person should they be asked to do so.

Under no circumstances should offensive, derogatory or insulting comments be made about AusDBF, staff and members online.

BREACH OF POLICY

AusDBF will continually monitor online activity in relation to the organisation and the sport. All associations, staff and members have a responsibility to monitor and report any detected or suspected breaches of this policy to AusDBF.

If detected, a breach of this policy may result in disciplinary action from AusDBF under the AusDBF Constitution, by-laws, including, but not limited to, the Codes of Conduct, Members Protection Policy and Complaints Handling Policy, and other relevant policies and documents. This may involve a verbal or written warning, or in serious cases termination of employment or engagement with AusDBF, including suspension of membership or expulsion from the organisation.

DEFINITIONS

Members means those admitted as Federation members under the Constitution of AusDBF, and also includes clubs and individuals who attain membership of AusDBF through the representative hierarchy of the organisation. Members include, but are not limited to: the state and territory peak



bodies; directors and office holders of AusDBF and other organisations as defined by the law; office holders of AusDBF, Associations and clubs; affiliated national organisations; affiliated organisations sanctioned by AusDBF to conduct events or programs; clubs; staff members; athletes; coaches; officials; volunteers; individual sports members, affiliated members, associated members, life members (or other individual membership however described); and appointed delegates. All members are responsible for their online presence, and retain responsibility for content even when maintenance or management of sites is undertaken by a third party engaged to perform the task.

Clubs means an entity (incorporated or otherwise) formed for the purpose of dragon boat racing or training in competition or other activities conducted by AusDBF and/or its Federation members, or affiliated organisations sanctioned by AusDBF to conduct events or programs.

Office holders or Directors means a person who holds a position, whether elected or appointed, including, but not limited to: President, Vice President, Secretary, Treasurer, Director, Ordinary Director, Special Director, Committee Member, employee of AusDBF or a member organisation (however described), and committee member.

CONSULTATION OR ADVICE

This policy has been developed to provide guidance for AusDBF members and staff in social media interaction. Members and staff who are unsure of their rights, liabilities or obligations should seek clarification from AusDBF.

