

ATHLETICS WESTERN AUSTRALIA

SOCIAL MEDIA POLICY

Definitions

Social media is a generic term, which applies to all forms of modern internet based communications and includes, but not limited to the following:

- Social networking sites, e.g. Facebook, My Space, LinkedIn;
- Video and photo sharing websites, e.g. Flickr, YouTube;
- Micro-blogging, e.g. Twitter;
- Weblogs, including corporate blogs or personal blogs hosted on platforms such as WordPress or Bloggers, or blogs hosted by traditional media publications;
- Forums and discussions boards such as Whirlpool, Yahoo! Groups or Google Groups; and
- Online encyclopaedias, such as Wikipedia.

Harassment consists of offensive, abusive, belittling or threatening behaviour directed at a person or people because of a particular characteristic of that person or people, including the person's or people's level or empowerment relative to the harasser. The behaviour must be unwelcomed and the sort of behaviour a reasonable person would recognise as being unwelcomed. (ASC 1998d).

Policy

Athletics Western Australia (AWA) supports the use of social media only to promote and foster the sport of athletics in a friendly and beneficial manner.

Scope

This policy applies to all AWA staff, registered athletes, officials, coaches or any other organisation or person participating in activities of AWA.

Principally this policy applies to, but not limited to, the following social media sites maintained by AWA;

<http://www.youtube.com/user/AthleticsWA>

<http://www.facebook.com/pages/Athletics-WA>

Social Media Use

All persons defined within the scope of this policy must:

- ❖ Adhere to the relevant rules and terms governing the use of the social media platforms;
- ❖ Not contravene any law, e.g. defamation, copyright infringement;
- ❖ Adhere to all current AWA and Athletics Australia rules, policies and codes of conduct as they apply in the context of social media;

- ❖ Not post any comment which harasses, abuses, or in any way infringes on the rights or safety of another person;
- ❖ Not use any obscene, insulting or offensive language;
- ❖ Protect the personal privacy of themselves and others;
- ❖ Not post any information that may embarrass or defame AWA, its Board or any staff member; and
- ❖ Represent their own views and *NOT* imply any comments are endorsed by AWA unless formally approved by the Chief Executive Officer or his approved delegate.

AWA will remove any content from AWA sites, which breaches the social media use policy.

Any reported or identified breach of this policy will be investigated by AWA and the user may be subject to a sanction. Users who breached the AWA's social media policy may also be personally and / or financially liable for any breach of the relevant social media site's terms of the use or any contravention of any law.

Amendment / Interpretation

AWA reserves the right to amend this policy as it deems appropriate. The Chief Executive Officer of AWA, or his approved delegate, is the final authority with respect to the interpretation of this policy.

Related Documents

Australia Sports Commission – Social Media Acceptance Use Policy

Athletic Australia - Member Protection Policy

Version	Created by	Approved by	Date	Review date
1.0	AWA	W. Loxley Chief Executive Officer	May 2013	May 2014