



SPORTING SHOOTERS ASSOCIATION OF AUSTRALIA (WA) INC

SOCIAL MEDIA POLICY

POLICY OVERVIEW AND PURPOSE

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy contains Sporting Shooters Association of Australia (WA) Inc (SSAA(WA)) guidelines for its community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you seek advice from SSAA(WA).

UNDERLYING PRINCIPLES

This policy complements SSAA (WA)'s core values which are:

- Professionalism - we will operate professionally in everything we do
- Responsibility - we take responsibility for our actions
- Safety - safety is paramount in the shooting activities we undertake
- Respect - we will treat with respect, our stakeholders, landowners, the environment and all those with whom we interact
- Inclusivity - we will be inclusive in all of our activities

COVERAGE

This policy applies to the following, whether they are in a paid or unpaid/voluntary capacity:

- Individuals sitting on the State Executive, club/branch committees and any sub-committees thereof;
- Employees and volunteers (including but not limited to coaches and team managers);
- Support personnel (including but not limited to Range Officers, Scorers, Target Changers) including contractors and their employees;
- Members, including life members;
- Member Clubs/Branches,
- State Discipline Chairman;
- Any other person or organisation that is a member of or affiliated to SSAA(WA) and
- Parents, guardians, spectators and sponsors to the full extent that is possible.

SCOPE

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram)
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing SSAA(WA) on social media; and
2. if you are posting content on social media in relation to SSAA(WA) that might affect SSAA(WA)'s business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to SSAA(WA) or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to SSAA(WA) may still be regulated by other policies, rules or regulations of Sporting Shooters Association of Australia (WA) Inc.

USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

You must be authorised by the SSAA(WA) State Executive before engaging in social media as a representative of SSAA(WA).

As a part of SSAA (WA)'s, community you are an extension of the SSAA(WA) brand, therefore it is important that you represent both yourself and SSAA(WA) appropriately online at all times.

GUIDELINES

You must adhere to the following guidelines when using social media related to SSAA(WA) or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from the SSAA(WA) State Executive before doing so or refrain from sharing the content to be on the safe side.

You should be:

Responsible: Abide by the terms of use of the social media platform with which you interact. Protect your own privacy and do not disclose personal information through SSAA(WA) managed social media.

Professional: Act in a professional and constructive manner and use sound judgement before posting on social media. Show proper consideration for other people's privacy.

Fair and respectful: Be polite and respectful of individuals and communities you interact with in social media. When responding to comments, positive and negative, always be accurate and professional.

Accurate and honest: Posts and comments should be accurate and capable of substantiation. Check your post or comment before posting to ensure appropriate language, format and relevance.

Aware of copyright and intellectual property: Respect other people's intellectual property and copyrighted material and be aware of the laws related to Copyright, IP, Privacy and Spam when publishing on social media. It is critical that you comply with the laws governing copyright in relation to material owned by others and SSAA (WA)'s own copyrights and brands.

Aware of confidentiality: Do not disclose any information that is confidential to SSAA(WA) or any third party that has confidentially disclosed information to SSAA(WA). Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

You should NOT:

Post content that is obscene, defamatory, threatening or inaccurate

Post content that you would not say directly to another person or community

Post content that infringes the Privacy or Intellectual Property rights of others or discloses confidential information

Post content that promotes commercial interests

Post content that would bring SSAA(WA) into disrepute

MANAGEMENT

If controversial posts or comments appear on a social media platform, with posts by SSAA(WA) and/or another party, or related to SSAA(WA) and its aims and objectives, it needs to be carefully managed in a planned and professional manner. Before responding seek advice from SSAA(WA) State Executive on the management of controversial or inflammatory posts or comments.

If negative comments or posts, by or about SSAA(WA) are to be deleted from a social media site, copy the relevant information and retain it for future reference if necessary.

If a person is to be banned from posting or commenting on a SSAA(WA) managed social media site, make a copy of the posts or comments and retain them for future reference if necessary.

ANTI-DISCRIMINATION, HARASSMENT AND BULLYING

The public in general, and SSAA(WA)'s State Executive and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you are also bound by SSAA(WA)'s Member Protection Policy, specifically as the policy relates to Anti-Discrimination, Harassment and Bullying.

PRIVATE AND OFFICIAL USE OF SOCIAL MEDIA

SSAA(WA) acknowledges that Officials, Volunteers and Members engage in social media in their private capacity. SSAA (WA) does not control their activities in this realm.

It is expected however that any SSAA(WA) Official or Staff member conduct themselves in an appropriate manner and not bring SSAA(WA) into disputes or disrepute in undertaking private social media activities.

When engaging in social media on behalf of SSAA(WA) you are expected to follow this Social Media Policy, and other SSAA(WA) policies and protocols.

BRANDING AND INTELLECTUAL PROPERTY OF SSAA(WA)

You must not use any of SSAA(WA)'s intellectual property or imagery on your personal social media without prior written approval from the SSAA(WA) State Executive. (Sharing SSAA(WA) posts via a social media platform's share function is however permitted).

SSAA(WA)'s intellectual property includes but is not limited to:

- Logos
- Imagery and information which has been posted on SSAA(WA) official social media sites or website.

You must not create either an official or unofficial SSAA(WA) presence using SSAA(WA)'s name or logo without prior written approval from the SSAA(WA) State Executive.

You must not imply that you are authorised to speak on behalf of SSAA(WA) unless you have been given official authorisation in writing to do so by the SSAA(WA) State Executive.

Where permission has been granted to create or administer an official social media presence for SSAA(WA), you must adhere to the SSAA(WA) Social Media Policy.

POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using SSAA(WA)'s name, and/or logo in a way that would result in a negative impact for the SSAA(WA), its clubs/branches or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, or defamatory.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during a SSAA(WA) competition would result in a breach of the rules of the competition.
- Posting or sharing any content in breach of SSAA(WA)'s Member Protection Policy and any other SSAA(WA) Policy.
- Posting or sharing any content that is a breach of any State or Commonwealth law.

- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing SSAA(WA), its clubs/branches, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

REPORTING A BREACH

If you notice inappropriate or unlawful content online relating to SSAA(WA) or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the SSAA(WA) State Executive.

Employees, Officials or Members of SSAA(WA) who breach this policy may face disciplinary action up to and including termination of employment or expulsion in accordance with SSAA(WA)'s Member Protection Policy or any other relevant policy.

Related SSAA(WA) Policies

- Member Protection Policy
- Codes of Conduct
- Anti-Discrimination, Harassment and Bullying Policy

Approved by SSAA(WA)'s State Executive on 29th July 2018