

ANSW Social Media Policy

Intent

To foster ANSW stakeholder engagement via social media and to establish minimum participation standards.

Scope

This policy applies to all ANSW staff, member clubs and specialist clubs, club and technical officials and other volunteers, coaches and athletes in their social media engagement with ANSW or any of its stakeholders.

Stakeholders include ANSW staff, member clubs and specialist clubs, club and technical officials and other volunteers, coaches, athletes and parents, Athletics Australia and any other organisations or persons interested in the affairs of ANSW.

Definition of Social Media

Social media is an umbrella term to describe interactive online platforms which allow people to produce and share content, including:

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

ANSW maintains accounts on Facebook, Twitter, Instagram and YouTube to inform and engage with ANSW stakeholders.

<https://www.facebook.comAthleticsNSW>

<https://twitter.com/NSWathletics>

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

www.instagram.com/AthleticsNSW

Policy for use of Social Media

All ANSW stakeholders using social media platforms must:

- adhere to the relevant rules and terms of use of the social media platforms;
- not contravene any law, e.g. defamation, copyright infringement;
- adhere to all other current ANSW and Athletics Australia rules, policies and codes of conduct as they apply in the context of social media, including the ANSW Member Protection Policy.

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In particular, users must:

- ensure that their comments do not disparage ANSW or its stakeholders or bring ANSW or any of its stakeholders into disrepute;
 - refrain from posting content which harasses, abuses, defames, discriminates, or in any other way infringes on the rights of another person;
 - not use obscene, insulting or offensive language;
 - protect their own personal privacy and that of others by not including personal information about themselves or others in their posts (for example, email addresses, private addresses or phone numbers);
 - represent their own views, and not impersonate or falsely represent any other person;
 - not imply that any personal comments are endorsed by ANSW unless approved in writing by the ANSW CEO;
 - not post multiple versions of the same view or make excessive postings on a particular issue;
 - not promote their own commercial interests;
 - not disclose confidential information obtained through employment or involvement with ANSW;
- not use the ANSW logo or trademark without the express prior written approval of the ANSW CEO.

Consequence of Breach of Policy

Any reported breach of this policy will be investigated by ANSW.

ANSW may remove content, or request users or social media site owners to remove content.

ANSW may take disciplinary action.

Users who breach this policy may also be personally and financially liable for any breach of the relevant social media site's terms of use or any contravention of any law. e.g. copyright infringement, defamation

Reporting Breaches

Apparent breaches of the policy should be reported to the CEO of ANSW.

Amendment/Interpretation

ANSW reserves the right to amend this policy as it deems appropriate. The ANSW board is the final authority with respect to the interpretation and implementation of this policy.

Related Documents:

ANSW Member Protection Policy:

<http://www.nswathletics.org.au/customdata/index.cfm?fuseaction=CustomItem&ItemID=42622>

Australian Sports Commission – Social Media Acceptable Use Policy

http://www.ausport.gov.au/site_tools/social_media

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1.0	ANSW	Board of ANSW	May 2013	May 2014

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