

Snow Australia

Social Media Policy

1. Purpose

This policy is intended to provide Snow Australia's (**SA**) staff, Members 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, national and state committees, and volunteers) and is accompanied by an additional set of guidelines specific to Members and volunteers on fair use of the SA brand communication and content.

SA expects its staff, Members, national and state committees, and volunteers to use social media in accordance with this policy.

This policy only applies to staff in those SA entities that do not have an existing social media policy. Where a SA entity does not have an existing social media policy, it may choose to elect that this Policy applies to its employees.

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:

- (a) Social networking sites like Facebook, LinkedIn and Google +;
- (b) Video and photo sharing sites such as YouTube, Pinterest, Snapchat, Instagram, TikTok, and Vimeo;
- (c) Blogs, including personal and corporate blogs such as Wordpress accounts;
- (d) Comments left on blogs hosted by media outlets e.g. smh.com.au;
- (e) Micro-blogging sites such as Twitter;

- (f) Wiki's and online collaborations;
- (g) Forums, discussion boards and groups such as Whirlpool;
- (h) Online multiplayer gaming platforms such as Fortnite;
- (i) Instant messaging including SMS, WhatsApp, WeChat and iMessage;
- (j) Online dating sites such as Tinder, Bumble and RSVP;
- (k) Podcast and vodcast sites;
- (l) Geo-spatial tagging such as Foursquare; and
- (m) Livestreaming sites and apps such as Twitch and Periscope.

3. Scope

This Policy applies to SA staff, Members, national and state committees, and volunteers who represent SA, 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 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 SA. SA considers all Members of SA as its representatives.

This Policy should be read in conjunction with SA's integrity policies and codes of conduct.

Unless otherwise agreed, this Policy does not apply to staff of SA entities in their capacity as staff of those entities, and where those entities have an existing social media policy. Where the staff of SA entities are also members of SA, this policy will apply to those persons in their capacity as members of SA.

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 SA staff, national and state committees are also bound by the SA Code of Conduct, and Members are also bound by the SA integrity policies.

A Social Media User must:

- (a) Not criticise SA, sponsors, athletes, other organisations and their employees, volunteers or supporters, SA or any SA entity;
- (b) Not harass, bully, abuse or intimidate or display any other form of inappropriate behaviour as per the SA Member Protection Policy;
- (c) Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, offensive, aggressive, abusive, profane, hateful, racist, pornographic, sexist, sexually explicit, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- (d) Not exploit platforms to seduce, groom or inappropriately engage with Children;
- (e) Not defame any other person or entity;
- (f) Not do anything that breaches their terms of employment or membership;
- (g) Respond to others' opinions respectfully;
- (h) Subject to SA policies and otherwise the consent of SA not use any SA intellectual property or imagery;
- (i) Respond to others' opinions respectfully and acknowledge and correct mistakes promptly;
- (j) Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
- (k) Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
- (l) Adhere to terms and use of the relevant social media platform/website, as well as SA policies;
- (m) Not post content that might otherwise cause damage to the reputation of SA or bring it into disrepute;
- (n) Disclose conflicts of interest to appropriate persons in relevant circumstances where able;

- (o) Not directly express a political affiliation on an official account or a personal account clearly associated with SLS activities;
- (p) Not upload information of a confidential nature, especially in regard to SA's services or Members;
- (q) Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property; and
- (r) Not use SA 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 SA.

In addition, a SA Staff Member must:

- (a) Ensure that comments, posts, and responses from official SA accounts are true and accurate;
- (b) Not conduct a private business through SA's social media presence;
- (c) Ensure that comments, posts, and responses from official SA accounts are true and accurate and link to online references and original source materials directly.

5. Use of SA IP on Social Media

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

In specific reference to social media:

- (a) Partners or sponsors of SA may not imply association with SA (i.e. referring to themselves as 'proudly supporting Snow', 'SA' or 'supporting Snow Sports.')
- (b) National and State Committee facebook groups should be listed as a Snow Australia [discipline] Community Group. These pages should complement the official Snow Australia facebook page with additional, community-based channels, with content to be shared between pages.
- (c) Generalised products or services, social media accounts/domain names associated with SA are to be used to represent these services/products/brands on a national scale only and the relevant registrations of these accounts established by SA only.

6. 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. SA reserves the right to remove any inappropriate images from official SA sites.

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

You should seek the consent of any individual 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 SA photo or video content on a personal social media account, without approval or authorisation is strictly prohibited.

7. Permissions

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

Community Group pages are to be made private to:

- (a) Produce higher engagement and enable members to start conversations more seamlessly in an enclosed, protected space (as opposed to a more public forum)
- (b) To ensure SA maintain a level of control to the group, to increase avoid spambots and have visibility on the membership.

For each group, clearly identifying rules for users to post and engage with other users in the group. These rules should be outlined in a specific Snow Australia 'code of conduct' (which could be applied across the groups).

- (a) Facebook recommends some basic rules for all groups (including 'no spam or promotions' and 'no hate speech'), but up to ten rules can be included in the group 'code of conduct' to ensure the group is a safe and enjoyable environment for conversations to take place.
- (b) Rules should prevent member conflict and protect Snow Australia in the event any group member had to be ejected for breaking the rules.

- (c) Rules should not just highlight forbidden behaviours. They could be used to encourage positive behaviours in the groups, so members know how they can positively engage with the community,
- (d) Facebook Groups have dedicated sections to help group owners create and effectively communicate the rules of the group to potential and existing group members.

For each group, identifying a moderator.

- (a) Each moderator should be familiar enough with the discipline and the community to ensure that conversations within the group are conducted in a respectful and considerate manner.
- (b) Moderators should also check in regularly to answer questions, make sure key information is available to new members, add members, delete spam or moderate flagged/inappropriate content.
- (c) Moderators would also be in the best position to highlight content which could be incorporated and amplified on Snow Australia official channels.
- (d) Each channels/platform would also require administration access for Staff to help support, facilitate, share and oversee communication and comments. However the responsibility of running the page will remain with each community group.

8. Personal Use of Social Media when you can be identified as a Snow Australia Member

Personal use can be defined as the use of non-official SA social media accounts where the person can be identified as a SA 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 SA and their individual employment or volunteer agreements.

9. 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 SA for personal reasons can have an affiliation to the organisation, so long as the following is undertaken:

- (a) It should not have the affiliation with SA as the primary identifier; and

- (b) It should not include SA or previous organisations names as a primary identifier
- (c) It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of SA.

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

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

10. Policy Breach

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

SA is responsible for ensuring adherence to the Social Media Policy by Social Media Users included in this policy.

SA staff and volunteers must adhere to the Terms of Use of the relevant social media platform/website, as well as SA policies and their own organisations policies and legislative requirements. In the event of breach and/or serious misconduct disciplinary action may be commenced under the relevant rules and/or other contract(s).

SA encourages all Members to report any use of Social Media which is perceived to have breached this policy. If you believe there has been a breach of this policy please report and submit details of the alleged breach to SA.