

SOCIAL MEDIA POLICY

AUSTRALIAN HORSE ARCHERY ASSOCIATION

(Or as referred to in this document- AHAA, including all branches Australia wide)

Policy overview and purpose

This policy has been developed to inform our members 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 assists to establish a culture of openness, trust and integrity in all online activities related to AHAA.

This policy contains AHAA guidelines for the AHAA community and members 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 use common sense or seek out advice the AHAA management committee.

Underlying principles

This policy complements AHAA core values:

OUR ASSOCIATIONS GOALS

Develop the sport of Horse Archery here in Australia

Provide a social environment for members and families

Instilling values of sportsmanship, teamwork, honesty and community spirit

Encourage wellbeing through participation

Provide a fun atmosphere

Coverage

This policy applies to all persons who are involved with the activities of AHAA, whether they are in a paid or unpaid/voluntary capacity at Branch, State, Regional, National and International level.

All Members, committees and sub-committees;

Members of the AHAA Executive;

Regular AHAA social and full members,

Support personnel,

Coaches and assistant coaches including team managers;

Athletes/riders/competitors;

Referees, umpires and other officials;

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, Yammer, etc) • Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc) • Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc) • Review sites (e.g. Yelp, Urban Spoon, etc) • Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc) • Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc) • Geo-spatial tagging (e.g. Foursquare, etc) • Online

encyclopaedias (e.g. Wikipedia, etc) • Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc) • Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc) • Online voting or polls • 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 AHAA on social media; and
2. If you are posting content on social media in relation to AHAA that might affect AHAA 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 AHAA or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

Using social media in an official capacity

You must be authorised by the AHAA management committee before engaging in social media as a representative of AHAA.

To become authorised to represent AHAA in an official capacity, you must have prior consent from the AHAA Executive Committee. Consent is only valid during the period for which that Management Committee has been elected.

As a part of AHAA community you are an extension of the AHAA brand.

As such, the boundaries between when you are representing yourself and when you are representing AHAA can often be blurred. This becomes even more of an issue as you increase your profile or position within AHAA. Therefore it is important that you represent both yourself and AHAA appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to AHAA or its competitions, teams, participants, services, events, sponsors, members or reputation.

Use common sense whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

Protecting your privacy- Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it. This includes your own personal opinions regarding someone's work, religion, sexuality, disability and performance.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts.

Before uploading or posting anything. AHAA recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify yourself.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Respect confidentiality and sensitivity when using social media, you must maintain the privacy of AHAA confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of AHAA. This especially applies to AHAA management committee members.

Use of AHAA Affiliated Web Pages and Social Media Pages

The AHAA web page is to be managed by the Committee and to be utilised to promote the sport in line with the Associations objectives. The Committee, at its discretion, may engage a third party provider to carry out these tasks on its behalf, or may appoint a social media manager from within the organisation (or any combination thereof).

Each AHAA Affiliated Branch may host a public Facebook Page for the purpose of promoting the sport and informing members of rally days, events or other information specific to that branch. These pages are managed by the relevant Branch Manager but should include two members of the AHAA Management Committee to ensure adherence to this policy.

Members may also nominate to form community or chat pages to further discuss the sport and for social purposes. Groups that are formed for AHAA Member discussion are covered in full by this policy and must include a minimum two members of the Management Committee (at least the relevant State Representative and one National Role (i.e. President, or Secretary).

Groups establish for member conversation should be restricted to current Financial Members only. AHAA groups and pages must not promote non-AHAA events on their pages without first seeking the permission of the Management Committee, with the exception of events held and organised by AHAA Accredited Instructors under Annexure A.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by AHAA management committee, it is perfectly acceptable to talk about AHAA and have a dialogue with the community, at shows, displays and events- but it is not okay to publish confidential information of AHAA. Confidential information includes things such as details about litigation, unreleased information and unpublished details about our: e.g. team, coaching practices, financial information and members details.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

Gaining permission when publishing a person's identifiable image;-if a member requests to not have an identifiable photo of themselves or their horse appear on social media, that request is to be taken seriously and made effective as a matter of urgency. While most members may have somewhat normal lives, others may have restriction due to occupation, apprehension orders, or other requirements to protect themselves and their family.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

Complying with applicable laws-

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content about any member their family or horse.

Abiding by copyright laws it is critical that you comply with the laws governing copyright in relation to material owned by others and AHAA own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying-

The public in general, and AHAA committee 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 may also be bound by AHAA (as outlined in part in this document) values and Anti-Discrimination, Harassment and Bullying Policy Members Code of Behaviour.

Avoiding controversial issues -Within the scope of your authorisation by AHAA, if you see misrepresentations made about AHAA in the media, you may point that out to the relevant authority in your State. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with mistakes- If AHAA makes an error while posting on social media, be up front about the mistake and address it quickly via a personal message only. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses AHAA of posting something improper or incorrect (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences -Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your MEMBERSHIP at risk. You should always follow the terms and conditions for any third-party sites in which you participate.

Branding and intellectual property of AHAA-

You must not use any of AHAA's intellectual property or imagery on your personal social media without prior approval from AHAA unless it contains you, your child or is to be used on an official AHAA branch page.

AHAA's intellectual property includes but is not limited to: • trademarks • logos • slogans • imagery which has been posted on AHAA official social media sites or website.

You must not create either an official or unofficial AHAA presence using the organisation's trademarks or name without prior approval from AHAA. This includes a new page for a new branch- a request to approve a new page including its name must be approved by the AHAA management committee.

You must not imply that you are authorised to speak on behalf of AHAA unless you have been given official authorisation to do so by Club Secretary/management committee.

Where permission has been granted to create or administer an official social media presence for AHAA, you must adhere to the AHAA Guidelines.

Social Media Policy breaches

Breaches of this policy include but are not limited to:

- Using AHAA's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- 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 the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of AHAA's antidiscrimination, racial discrimination, sexual harassment or other similar 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 AHAA, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person, member or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public, or members of AHAA.

Reporting a breach- If you notice inappropriate or unlawful content online relating to AHAA or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately via your State representative.

As AHAA members are spread all over Australia, it is generally accepted that social media is used for meetings, votes and other club business.

In the first instance, if you believe someone to be behaving in a way that is not in line with AHAA social media policy- a simple request to cease that behaviour is requested.

If the member then does not cease the behaviour, disciplinary action may take place.

Further information about reporting breaches:

For a complaint about the misuse of social media relating to a match or competition that occurs either prior to, during, or after a game; refer to AHAA Members Codes of behaviour/conduct.

Investigation- Alleged breaches of this social media policy may be investigated by the AHAA executive committee

Where it is considered necessary, AHAA may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals- Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure by the AHAA executive/management committee

Appeals- Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal. This appeal is to addressed to the AHAA secretary in writing, outlining your case, solution and any other relevant information.

Other legal considerations that may be applicable include but are not limited to: • Defamation • Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws • Anti-discrimination laws • Employment laws • Advertising standards • Charter of Human Rights and Responsibilities Act 2006