

# SOCIAL MEDIA POLICY



## Scope

This policy is an approved policy of the South Australian Little Athletics Association Inc. Affiliated members of the association are required to adhere to this policy and are encouraged to adopt this at Centre level for the benefit of all members of the association.

## Introduction

Social media such as Twitter, Facebook, Instagram, Google+, YouTube, blogs and forums represent a growing form of communication for not-for-profit organisations, allowing them to engage their members and the wider public more easily than ever before

## Policy

The South Australian Little Athletics Association's social media use shall be consistent with the following core values:

**Integrity:** The South Australian Little Athletics Association will not knowingly post incorrect, defamatory or misleading information about its own work, the work of other organisations, or individuals. In addition, it will post in accordance with the organisation's Privacy policy.

**Professionalism:** The South Australian Little Athletics Association's social media represents the organisation as a whole and should seek to maintain a professional and uniform tone. Staff and volunteers may, from time to time and as appropriate, post on behalf of the South Australian Little Athletics Association using its online profiles, but the impression should remain one of a singular organisation rather than a group of individuals.

**Information Sharing:** The South Australian Little Athletics Association encourages the sharing and reposting of online information that is relevant, appropriate to its aims and of interest to its members.

Social Media Activity including, but not limited to, postings, blogs, status updates, and tweets:

- Must not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate
- Must not contain material which is inaccurate, misleading or fraudulent
- Must not contain material which is in breach of laws, court orders, undertakings or contracts
- Should respect and maintain the privacy of others
- Should promote the sport in a positive way

Participants may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another participant. Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, participants who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube or Twitter) may be liable for defamation.

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## Authorisation

<Signature of the Chief Executive Officer> \_\_\_\_\_

<Date of approval by the Board> \_\_\_\_\_

### **For Further information on this document, please contact:**

The South Australian Little Athletics Association INC.

Po Box 146 Torrensville Plaza, SA, 5031

Phone: (08) 8352 8133

Fax: (08) 8352 8155

Email: [Office@salaa.org.au](mailto:Office@salaa.org.au)

Website: [www.salaa.org.au](http://www.salaa.org.au)