



**Little
Athletics**
Victoria

Social Media Policy

of

Little Athletics Association of Victoria Inc

Version 1.0

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SECTION 1 – OVERVIEW

1.1 Policy overview and purpose

- (a) Social media is changing the way we communicate.
- (b) 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. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.
- (c) This policy assists to establish a culture of openness, trust and integrity in all online activities related to Little Athletics at Centre, Region, and State levels.
- (d) This policy contains guidelines for the Little Athletics Victoria ("LAVic") community to engage in social media use. It also includes details of breaches of the policy.
- (e) In circumstances where guidance about social media issues has not been given in this policy, we suggest you seek out advice from the LAVic office.

1.2 Underlying principles

- (a) This policy complements LAVic's core values. These are, as stated below:

We will always:

- (i). *Provide leadership*
 - (ii). *Be open, honest, transparent, and accountable*
 - (iii). *Value diversity and inclusivity*
 - (iv). *Act with respect and integrity*
 - (v). *Be innovative*
 - (vi). *Promote fun*
- (b) The Chief Executive Officer is responsible for all matters related to this policy.

SECTION 2 – APPLICATION

2.1 Coverage

- (a) This policy applies to all persons who are involved with Little Athletics activities at Club, Centre, Region or LAVic (Association) levels, whether they are in a paid or unpaid/voluntary capacity and including:
- (i). Board Directors.
 - (ii). Employees of LAVic.
 - (iii). Club, Centre, and Region committee members.
 - (iv). Athletes (Competitive Members).
 - (v). Parents/guardians.
 - (vi). Volunteers (including coaches and officials) at Club, Centre, Region, and State levels.
 - (vii). Honorary members, such as Life Governors/Distinguished Service/Meritorious Service/Jeff Crouch Award recipients of LAVic, or Life Members of a Region or Centre.
 - (viii). Support personnel, including physiotherapists, first aid providers and others.

2.2 Scope

- (a) 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:
- (i). Social networking sites (e.g., Facebook, Twitter, LinkedIn, Pinterest, Yammer, etc).
 - (ii). Video and photo sharing websites or apps (e.g., TikTok, YouTube, Vimeo, Instagram, Flickr, Vine, etc).
 - (iii). Blogs and micro-blogging platforms (e.g., Tumblr, WordPress, Blogger, etc).
 - (iv). Review sites (e.g., Yelp, Urban Spoon, etc).
 - (v). Live broadcasting apps (e.g., Uscreen, Brightcove, Kaltura etc).
 - (vi). Podcasting (e.g., iTunes, Stitcher, Sound cloud, etc).
 - (vii). Geo-spatial tagging (e.g., Foursquare, etc).
 - (viii). Online encyclopaedias (e.g., Wikipedia, etc.).
 - (ix). Instant messaging (e.g., SMS, Skype, Snapchat, WhatsApp, Viber, etc).

- (x). Online multiplayer gaming platforms (e.g., Xbox, PlayStation PC, etc).
 - (xi). Dating sites (e.g., Tinder, Bumble, Grindr, etc).
 - (xii). Online voting or polls.
 - (xiii). Public and private online forums and discussion boards.
 - (xiv). Any other online technologies that allow individual users to upload and share content.
- (b) This policy is applicable when using social media as:
- (i). an officially designated individual or entity (such as a Club, Centre, Region or LAVic) representing Little Athletics on social media; and
 - (ii). if posting content on social media in relation to Little Athletics that might affect LAVic's business, products, services, events, sponsors, members, or reputation.
- (c) This policy does not apply to the personal use of social media where it is not related to, or there is no reference to LAVic, Regions, Centres, Clubs or its business, competitions, participants, products, services, events, sponsors, members, or reputation. However, any misuse of social media in a manner that does not directly refer to Little Athletics may still be regulated by other policies, rules, or regulations of LAVic.

2.3 Using social media in an official capacity

- (a) Social media representatives at Club, Centre, Region and LAVic are part of the LAVic community, and their communications activities project the LAVic brand.
- (b) The LAVic social media representative must be authorised by the Chief Executive Officer before engaging in official social media activity.
- (c) Club, Centre & Region social media representatives must be authorised by their respective Committees before engaging in official social media.

2.4 Guidelines

The following guidelines must be adhered to when using social media related to Little Athletics or its business, products, competitions, participants, services, events, sponsors, members, or reputation.

- (a) Use common sense:
 - (i). Whenever unsure as to whether the content desired to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.
 - (ii). When using social media, the lines between public and private, personal, and professional, may be blurred. Remember, social media commentators are ambassadors for Little Athletics.
- (b) Protecting privacy:

- (i). Consider privacy implications for yourself in all social media actions and activities.
 - (ii). There remains the potential for online content to become publicly available through a variety of means, even if it was intended to be shared privately.
 - (iii). Where possible, privacy settings on social media platforms should be set to limit access to personal details of the user.
- (c) Honesty:
 - (i). Honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, or misleading. If unsure, check the source and the facts before uploading or posting anything. Err on the side of caution – if in doubt, do not post or upload.
 - (ii). If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.
 - (iii). The web is not anonymous. Assume that all information posted online can be traced back to the user. Users are accountable for their actions both on and offline, including the information posted via personal social media accounts.
- (d) Use of disclaimers:
 - (i). Wherever appropriate, include a prominent disclaimer stating who you work for or are affiliated with (e.g., member of a Centre/Region/LAVic) and that anything you publish is your opinion and that you are not speaking officially.
- (e) Reasonable use:
 - (i). Employees of LAVic must ensure that personal use of social media does not interfere with work commitments or productivity.
- (f) Respect confidentiality and sensitivity:
 - (i). When using social media in an official capacity, the privacy of the Club, Centre, Region or LAVic's confidential information must be maintained unless permission is sought and granted.
 - (ii). Social media activity is online and, on the record. Much of the content posted online is public and searchable.
 - (iii). When using social media, be considerate to others and remove information about another person if that person asks you to do so.
 - (iv). Permission should always be sought if the use or publication of information directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.
- (g) Gaining permission when publishing a person's identifiable image:

- (i). As part of the athlete registration process, LAVic seeks permission from parents/guardians use images of Little Athletes for marketing/promotion purposes only. For all other individuals, permission should be obtained to use a direct, clearly identifiable image of that person.
 - (ii). Refrain from posting or sharing any information or photos of a sensitive nature. This could include accidents, incidents, or controversial behaviour.
 - (iii). Consent of the owner of copyright of the image is required prior to posting.
- (h) Complying with applicable laws:
- (i). Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying, or misleading and deceptive content.
- (i) Abiding by copyright laws:
- (i). It is critical that social media activity complies with the laws governing copyright in relation to material owned by others and LAVic's own copyrights and brands.
 - (ii). Never quote or use more than short excerpts of someone else's work, always attribute such work to the original author/source.
- (j) Discrimination, sexual harassment, and bullying:
- (i). The public in general, and LAVic's employees and members, reflect a diverse set of customs, values, and points of view.
 - (ii). Material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist, or otherwise inappropriate must not be posted.
 - (iii). When using social media, you may also be bound by LAVic's values and Code of Conduct.

2.5 Avoiding controversial issues

- (a) Within the scope of your authorisation to use official social media accounts, if you see misrepresentations made about Little Athletics in the media, advise the Chief Executive Officer. 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.

2.6 Dealing with mistakes

- (a) If an error is made while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses a Club, Centre, Region or LAVic of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and advise the authorising body (i.e., the committee for Clubs, Centres & Regions, and Chief Executive Officer for LAVic).

2.7 Conscientious behaviour and awareness of the consequences

- (a) Keep in mind that what is written is the responsibility of the author, and failure to comply with these guidelines may constitute a breach of employment contract, or a breach of Club, Centre, or Region rules, resulting in sanctions.
- (b) The terms and conditions for any third-party sites participated in should always be followed.

2.8 Branding and intellectual property of LAVic

- (a) LAVic's intellectual property includes but is not limited to:
 - (i) Trademarks.
 - (ii) Logos.
 - (iii) Slogans; and/or,
 - (iv) imagery which has been posted on LAVic official social media sites or website.
- (c) An official or unofficial LAVic presence using the organisation's trademarks or name must not be created without prior approval from LAVic.
- (d) Social media users must not imply that they are authorised to speak on behalf of a Club, Centre, Region or LAVic unless they have been given official authorisation to do so by their committee or the Chief Executive Officer.

2.9 Policy breaches

- (a) Breaches of this policy include but are not limited to:
 - (i) Using LAVic's name, brand and/or logo in a way that would result in a negative impact for the sport of Little Athletics, Clubs, Centres, Regions, LAVic and/or its members.
 - (ii) Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
 - (iii) Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language.
 - (iv) Posting or sharing any content, which if said in person during the conduct of Little Athletics competition or training would result in a breach of the LAVic Code of Conduct.
 - (v) Posting or sharing any content in breach of LAVic's Member Protection Policy.
 - (vi) Posting or sharing any content that is a breach of any State or Commonwealth law.
 - (vii) Posting or sharing any material that infringes the intellectual property rights of others.

- (viii) Posting or sharing material that brings, or risks bringing the sport of Little Athletics, Clubs, Centres, Regions, LAVic, members, volunteers, sponsors etc. into disrepute.

2.10 Reporting a breach

- (a) Breaches of this policy should be reported immediately to the committee of the Club, Centre or Region concerned, or for LAVic matters, the Chief Executive Officer.
- (b) Complaints may be dealt with in accordance with the Club or Centre policies, or LAVic's Complaints Handling and Dispute Resolution Policy.

2.11 Investigation

- (a) Alleged breaches of this social media policy may be investigated accordance with LAVic's Complaints Handling and Dispute Resolution Policy.
- (b) Where it is considered necessary, LAVic may report a breach of this social media policy to police.

2.12 Disciplinary process, consequences, and appeals

- (a) Breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the LAVic's Complaints Handling and Dispute Resolution Policy.
- (b) Employees of LAVic who breach this policy may face disciplinary action in accordance with LAVic's Complaints Handling and Dispute Resolution Policy or any other relevant policy.

SECTION 3 – DOCUMENT HISTORY

3.1 VERSION CONTROL

Date	Version #	Action Taken / Updates
September 2022	1.0	New document