

# Social Media Policy for Little Athletics NSW Personnel



## Introduction

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media has grown very quickly and this also extends to organisations that have recognised that social media offers new opportunities to communicate with members and other communities, with shared interests. Little Athletics NSW sees social media as an important tool of engagement with members, business partners and the community.

With the growth and application of social media, Little Athletics NSW identified the need to have a policy which ensures that employees and volunteer personnel who use social media, either as part of their job, or in a personal capacity, are fully aware of the organisation's expectations in relation to social media use when it is about Little Athletics NSW, our services, our people and/or other business-related individuals or organisations. Little Athletics NSW's principles of social media have been developed to protect the interests of employees, volunteers and the organisation itself.

As an employee of or volunteer for Little Athletics NSW it is important to remember that anything you say or do on social media, whether in an official or private capacity, may impact or reflect upon Little Athletics NSW. It is important to think about this before posting on Little Athletics NSW or personal media platforms.

## Definitions

### Social Media

Social media tools include, but are not limited to:

- Social networking sites
- Video and photo sharing websites
- Micro-blogging sites
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications
- Forums and discussion boards
- Online encyclopedias
- Any other web sites that allow individual users or companies to use simple publishing tools.

## Application

This Social Media Policy is a policy of Little Athletics NSW and it applies to all Little Athletics NSW employees, volunteers (e.g. directors, zone coordinators, advisory committee members, Little Athletics NSW officials etc), contractors and to any other person who is notified that this policy applies to them.

If you are officially accredited to represent Little Athletics NSW in social media, or if you are discussing Little Athletics NSW or Little Athletics NSW business related issues in your personal use of social media platforms, you are required to follow this policy.

Please note that this policy does not apply to personal use of social media platforms where the employee/volunteer/contractor makes no reference to Little Athletics NSW related matters.

If you require clarification about aspects of this policy and how it applies to your own circumstances, please discuss this with the chief executive officer.

## Overall Guiding Principles

The essential guiding principles are:

- Ensure that you are fully aware who you are representing.
- Ensure that all references to Little Athletics NSW are correct, accurate and in line with the policies and guidelines of Little Athletics NSW.
- Disclose only publicly available information.
- Demonstrate respect for the individual and communities with which you interact at all times.

## Social Media Use for Business Purposes

Before you operate as a representative of Little Athletics NSW on a social media platform, you must have approval from the Chief Executive Officer and demonstrate that you are fully aware of this policy.

### Representation

You are required to disclose only publicly available information. You must not comment on or disclose confidential Little Athletics NSW information (such as financial information, future or proposed business activities or performance, business plans etc.). If you require clarification about what Little Athletics NSW information is in the public domain, you should refer to the Chief Executive Officer.

### Responsibility

You are required to:

- Ensure that any content you publish is factually accurate and complies with relevant Little Athletics NSW policies;
- Only offer advice, support or comment on topics that fall within your area of responsibility at Little Athletics NSW. For other matters, seek advice from relevant personnel or management;
- Ensure you do not post material that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including Little Athletics NSW, its members, employees, its contractors, its partners, its competitors and/or other business-related individuals or organisations;
- Ensure you do not disclose other people's personal information in social media avenues and comply with the Little Athletics NSW Privacy Policy.

### Respect

You are required to:

- Be respectful of all individuals and communities with which you interact online;
- Be polite and respectful of others' opinions, even in times of heated discussion and debate;
- Adhere to the Terms of Use, and seek to conform to the cultural and behavioural norms, of the social media platform being used;
- Respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms. Check with the chief executive officer if you are not certain about what you can reproduce or disclose on social media platforms.

## Personal Uses of Social Media Platforms

This Social Media Policy is applied if you choose to make references to Little Athletics NSW, its people, members or services, its competitors, and/or other business-related individuals or organisations when you are using a social media platform in a personal capacity. It is important in these circumstances that readers of your posts do not misconstrue your personal comments as representing an official Little Athletics NSW position.

### Representation

You are required to:

- Identify yourself as a Little Athletics NSW employee/volunteer/contractor if you refer to Little Athletics NSW, its people, members and services, its competitors and/or other business-related individuals or organisations;
- Ensure you do not imply in any way that you are authorised to speak on Little Athletics NSW's behalf.

### Responsibility

You are personally responsible for the content of your posts online. In this context, in addition to the items of respect outlined above, you have a responsibility to ensure that:

- Any information about Little Athletics NSW's services that you provide is informed, factually accurate and complies with relevant Association policies;
- If you wish to express your opinions, you state they are your personal opinions. If you are offering your personal perspective on a matter related to Little Athletics NSW, be mindful that your commentary and opinion does not cause damage to Little Athletics NSW or its interests. Use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of Little Athletics NSW. A disclaimer is required when you:
  - Refer to the work done by Little Athletics NSW;
  - Comment on any Little Athletics NSW related issue; or

An example of a disclaimer is: “the views expressed in this post are mine only and do not necessarily reflect the views of Little Athletics NSW.”

- You are mindful during your social media use of the importance of not damaging the organisation’s reputation, interests and/or bringing Little Athletics NSW into disrepute;
- Your comments could not be viewed as derogatory towards, or disparaging of, colleagues, members, stakeholders or the organisation itself; or undermine the effectiveness or productivity of other employees/volunteers/contractors;
- You only disclose or comment on publicly available information; you are not the first to make a Little Athletics NSW announcement;
- You do not include Little Athletics NSW’s logos or trademarks in your postings;
- You adhere to Little Athletics NSW’s Policy on Internet Use (contained in the Staff Manual) if you are using Little Athletics NSW provided services made available to you as an employee. In particular, limited personal use of Little Athletics NSW provided services (such as email, internet access and instant messaging).

### **Breach of Policy**

If you do not comply with this policy, you may face disciplinary action. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement/appointment with Little Athletics NSW.

Little Athletics NSW may recover from you any costs incurred as a result of a breach of this policy.

If you break the law, you may also be personally liable.