

SOCIAL MEDIA & COMMUNICATIONS POLICY

Policy overview and purpose

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 contains North Coast Academy of Sport (NCAS) guidelines for the NCAS community to engage in social media use. It also includes details of breaches of policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest that you seek out advice from the Executive Director.

This policy replaces the NCAS Email Communication Guidelines, 2006 version.

Coverage

This policy applies to all persons who are involved with the activities of NCAS whether they are in a paid or unpaid/voluntary capacity and including:

- members, including NCAS alumni;
- persons appointed or elected to NCAS boards, committees and sub-committees;
- employees of NCAS;
- members of the NCAS Executive;
- support personnel including: managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- athletes;
- referees, umpires and other officials;
- member associations; and
- family members of NCAS athletes

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:

- Email messaging
- 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, TeamApp, 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 NCAS on social media; and
2. if you are posting content on social media in relation to NCAS that might affect NCAS's business, products, services, 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 NCAS or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to NCAS may still be regulated by other policies, rules or regulations of NCAS.

Using social media in an official capacity

You must be authorised by the NCAS Executive Director before engaging in social media as a representative of NCAS.

As a part of the NCAS community you are considered to be an extension of the NCAS brand.

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

Using social media in communications between you and the Academy

The NCAS manages a large database of current and past athletes, program staff, schools, sponsors, various sporting organisations and relies on email for the efficient delivery of information to these stakeholders. The database can store multiple email addresses for each individual.

The Academy uses email as a regular way to advise the Academy community of upcoming events such as squad program updates, RACE sessions, media releases, special events etc.

The NCAS adheres to relevant anti-spam and privacy guidelines and policies.

- The Academy recommends that email be accessed at least three times per week.
- Athletes, program staff member and committee members that have not already done so, are required to email the academy at info@ncas.org.au and advise of their best two (2) email addresses that allows for prompt communication.
- In some cases, the best email addresses might be that of an athlete's parent or other person who has better access to email than the intended recipient, and who can pass messages on promptly. Messages sent to athletes are normally those that need to be brought to the attention of parents. NCAS prefers parents' email addresses if they are more accessible than the athlete's.
- If an athlete, program staff member or committee member cannot access email at all, they should come to an arrangement with another Academy member who can receive emails and pass messages on promptly.
- If an athlete, program staff member or committee member's email or any other address contact details change, they are required to inform the Academy immediately.
- NCAS is not responsible for any loss or inconvenience caused by undelivered emails.
- If your email service has storage limitations, it is recommended that you regularly ensure it is cleared.
- The Academy is bound by its Privacy Policy and will not pass on email addresses to other people or agencies unless it is deemed necessary for the conduct of Academy business. In some cases, it may be



necessary to circulate and share email addresses to others within the Academy, (e.g. squad list details shared within that squad) and as recipients of such information, it is expected that this information is considered private and should not be used for any purpose other than that related to conducting NCAS activities. You can view the Academy's Privacy Policy by contacting the Executive Director.

Guidelines

You must adhere to the following guidelines when using social media related to NCAS programs, events, members or sponsors.

- If unsure whether content is appropriate, do not post and seek the opinion of the Executive Director.

Privacy

- Refrain from posting any content that individuals would not be happy to be seen publicly.
- Be cautious about disclosing personal details.

Honesty

- Do not post or comment unless content has been verified as factual and true.
- Disclose any affiliations or relationship where you may have a vested interest.
- Be accountable for any posts or comments made via public and personal accounts that are linked to the Academy.

Disclaimers

- Disclose any affiliations or relationship where you may have a vested interest.
- Be accountable for any posts or comments made via public and personal accounts that are linked to the Academy.

Confidentiality and Sensitivity

- Maintain the privacy of confidential information related to the Academy and its members.
- Consent must be sought of the Executive Director prior to any social media releases – written and verbal.
- Consent must be sought of members included in any social media releases prior to publishing – written and verbal.
- Should a member have previously withdrawn consent to any of their images or personal details (e.g. name, town) being shared all posting of related content must not occur.

Suitability

- Refrain from posting content that is of a sensitive nature – incidents, accidents, inappropriate images (e.g. athletes in revealing clothing that is not sport related), inappropriate language or private conversations.
- Do not post or link content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Copyright

- Must comply with laws governing copyright in relation to material owned by others and/or the Academy's own copyright and brands.
- Always attribute work to the original author/source.

Discrimination, sexual harassment and bullying

- Must not post any content that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

- All use of social media is bound by the values of the Academy and any Anti-Discrimination, Harassment and Bullying Policy.

Accountability

- All errors are to be addressed immediately and openly by the responsible party.
- Acknowledge any modifications made to social media posts or releases.
- Seek legal advice if necessary.

Academy Branding and Intellectual Property

- Must not be used on personal social media without the express approval of the Academy. This includes but is not limited to; trademarks, logos, slogans or imagery which has been posted on the Academy's official social media sites or websites.

Potential Policy Breaches

- Use of the Academy'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 game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of the Academy's anti-discrimination, 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 the Academy, its affiliates, sports, officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of members of the public.
- Posting or sharing material of a member where their consent has been withdrawn.

Reporting a Breach

- Any inappropriate or unlawful content relating to the Academy or any of its members that is in breach of this policy should be reported to the Executive Director immediately.
- Any alleged breaches will be investigated by the Academy and if necessary, the police.

Disciplinary Actions

- Disciplinary actions should reflect the severity of the breach and will be determined on a case by case basis. Severe measures could include expulsion from the Academy or termination of contracts.
- All breaches will be referred to the appropriate Academy staff or board member for review.

Appeals

- Any individual who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the Academy's respective appeals policy.

Policy Review & History

This version has been adopted by the NCAS Board on 30/03/2021.