

# Social Media Policy





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## 1. Introduction

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- 1.1 Australia Outrigger Canoe Racing Association (**AOCRA Ltd**) recognises that Social Media and digital communications are a valuable tool to engage and connect with members, athletes, supporters, sponsors and other key stakeholder groups, and that Social Media is an increasingly important method of communications for members and athletes.
- 1.2 The rapid growth and evolution of Social Media requires an overarching AOCRA Ltd policy that ensures Relevant Persons engaging in Social Media have an understanding about appropriate guidelines and usage.
- 1.3 The intention of this Social Media Policy (**Policy**) is to establish a culture of openness, trust and integrity in activities surrounding Social Media and the Internet, in conjunction with education and training.

## 2. Purpose

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- 2.1 The purpose of this Policy is to set out AOCRA Ltd's rules for the appropriate use of Social Media by Relevant Persons, whether for or on behalf of AOCRA Ltd, engaging with AOCRA LTD, or personally whilst a member of AOCRA Ltd.
- 2.2 The aim of this Policy is to:
  - (a) promote and encourage appropriate use of Social Media by Relevant Persons;
  - (b) ensure that Relevant Persons understand AOCRA Ltd's approach to Social Media, and its expectations for the personal and professional use of online communication; and
  - (c) govern the terms of use by Relevant Persons of AOCRA Ltd - controlled, administered or related Social Media.
- 2.3 This Policy also aims to protect the Intellectual Property, Confidential Information, brand, reputation, and viability of AOCRA Ltd as well as the rights and interests of Relevant Persons.

## 3. Application of the Policy

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- 3.1 This Policy applies to Relevant Persons. Under the AOCRA Ltd Constitution, and your membership agreement this Policy binds all members of AOCRA Ltd as a policy implemented by the board.
- 3.2 While this Policy does not form part of any contract of employment, failure to comply with the procedures below may result in disciplinary action by AOCRA Ltd against AOCRA Members or any Relevant Person.
- 3.3 This Policy may be updated by AOCRA Ltd from time to time.
- 3.4 This Policy applies to all communications published by Relevant Persons on Social Media.

## 4. Policy Guidelines and Procedures

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- 4.1 The use of Social Media is regarded as an essential and convenient tool in day to day life and business. It must be used in a manner that upholds the policies and procedures of AOCRA Ltd and in a way that reflects the responsible and upstanding principals of the organisation.
- 4.2 The use of Social Media by any Relevant Person should be appropriate, responsible and ethical:
  - (a) All AOCRA Ltd communications posted, shared or sent on Social Media, whether by an Authorised User or otherwise, are considered official communications of AOCRA Ltd in the same manner as documents on AOCRA Ltd letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of AOCRA Ltd;
  - (b) All communications posted, shared or sent on Social Media by Relevant Persons in their personal capacity may still be considered by others, whether correct or not, as a

communication of AOCRA Ltd, or otherwise representing the views, values or beliefs of AOCRA LTD or members of AOCRA Ltd. As such, AOCRA Ltd expects that such communications will at all times be consistent with the values, ethics, policies, aims and objectives of AOCRA Ltd.

- 4.3 The use of Social Media by any Relevant Person should be made with a clear distinction between acting in a professional capacity and a personal capacity.

## 5. AOCRA LTD Business Use – Authorised Users

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- 5.1 Only Authorised Users are authorised to comment or publish information on Social Media for or on behalf of AOCRA Ltd.
- 5.2 To become an Authorised User of specific Social Media, a AOCRAAOCRA Member must gain the approval of the the AOCRA Board or relevant zone association in writing.
- 5.3 Once a AOCRA Member has received authorisation to use Social Media for and on behalf of AOCRA Ltd, the AOCRA Member must:
- (a) comply with the terms of this Policy;
  - (b) disclose that they are an employee/contractor of AOCRA Ltd;
  - (c) use only authorised AOCRA Ltd accounts with that particular Social Media, unless authorised to use an approved official account or avatar;
  - (d) disclose and comment only on information classified as information already within the public domain;
  - (e) ensure that all content published is accurate and not misleading, and complies with all relevant AOCRA Ltd policies and other relevant requirements;
  - (f) comment only on the AOCRA Member's area of expertise and authority;
  - (g) ensure comments are respectful; and
  - (h) adhere to the terms of use for the Social Media platform or website being used.
- 5.4 The AOCRA Member must not:
- (a) do anything that may cause harm to the business, brand, reputation or rights of AOCRA Ltd or its Associated Parties or the Events;
  - (b) disclose information about an AOCRA Ltd stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and AOCRA Ltd;
  - (c) disclose any Confidential Information without the appropriate written approval; or
  - (d) post any material that might otherwise cause or be likely to cause damage to AOCRA Ltd or its Associated Parties' reputation, or bring or be likely to bring AOCRA Ltd, its Associated Parties, the AOCRA Member, the Events or the Sport into disrepute.
- 5.5 AOCRA Members are encouraged to contact AOCRA Ltd's Authorised Users with any Social Media requests so AOCRA Ltd can act on their behalf. Relevant Persons are further encouraged to 'share' posts that are created and shared by AOCRA Ltd Authorised Users.
- 5.6 At all times when using Social Media for and on behalf of AOCRA Ltd, AOCRA Members must comply with this Policy and any training, directions and guidance provided by AOCRA Ltd about how to use Social Media.
- 5.7 Where accessing Social Media via the Computer Network, all Relevant Persons must:
- (a) not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Policy; and

- (b) not spend unreasonable amounts of time using Social Media that is unrelated to official duties.
- 5.8 AOCRA Ltd must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official AOCRA Ltd website or social media platform.
- 5.9 All AOCRA Ltd Website activity, including the use of Social Media, must be approved by the AOCRA Board unless otherwise authorised under this Policy.

## 6. Personal Use

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- 6.1 Relevant Persons should be aware that communications made through Social Media have the potential to impact on AOCRA Ltd and its AOCRA Members. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with AOCRA Ltd.
- 6.2 Relevant Persons must take their employment or affiliation with AOCRA LTD into account when using Social Media, particularly in the following circumstances:
  - (a) Social Media use that has the capacity to damage the Relevant Person's professional reputation;
  - (b) Social Media use that has the capacity to damage the reputation of AOCRA Ltd, the Sport or the Events;
  - (c) Social Media use that has the capacity to damage the Relevant Person's ability to work with their colleagues; and
  - (d) Social Media use that breaches another of AOCRA Ltd's policies.
- 6.3 When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:
  - (a) make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of AOCRA Ltd or their connection with AOCRA Ltd. The Relevant Person may wish to use a disclaimer such as "*any views expressed on this site/account are those of the author only*" or "*these views are personal and mine alone*";
  - (b) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to AOCRA Ltd or its Associated Parties, the Sport or the Events;
  - (c) not post any material that might otherwise cause or be likely to cause damage to AOCRA Ltd's reputation, or the reputation of the Sport or the Events, or bring or be likely to bring AOCRA Ltd, the Relevant Person, the Sport, the Events or the Associated Parties into disrepute;
  - (d) not post content that is in breach of one or more of AOCRA Ltd's policies;
  - (e) not disclose information about AOCRA Ltd or its operations that is confidential or likely to cause harm to AOCRA Ltd or its Associated Parties;
  - (f) only disclose and discuss publicly available information;
  - (g) not use or disclose AOCRA Ltd's Intellectual Property or Confidential Information, including but not limited to AOCRA Ltd's logos, an AOCRA LTD email address or insignia;
  - (h) not use the identity or likeness of a AOCRA Member;
  - (i) ensure that they are respectful of others at all times and comply with AOCRA Ltd's policies if they interact with (or about) AOCRA Ltd -related matters;
  - (j) adhere to the terms of use of the relevant Social Media; and
  - (k) comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

- 6.4 In compliance with AOCRA Ltd's Information Technology Policy [delete if not relevant], personal usage should be limited and must not impact negatively on AOCRA Ltd.

## 7. Monitoring & privacy

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- 7.1 While it is not AOCRA Ltd's usual practice to do so, AOCRA Ltd may intercept or monitor AOCRA Members' use of Social Media on the Computer Network.
- 7.2 This may include, but is not limited to, the interception and/or reading of any message sent or received and any page visited via the Internet. By using AOCRA Ltd's Computer Network facilities, the AOCRA Member is deemed to have consented to such monitoring by AOCRA Ltd.
- 7.3 AOCRA Ltd may record any information posted to its Social Media and may use that information for the purposes of administering such Social Media or any other purpose consistent with AOCRA LTD's Privacy Policy.
- 7.4 AOCRA Ltd strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications (for example but not limited to, email addresses, residential addresses and telephone numbers).

## 8. Responsibilities

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- 8.1 All Relevant Persons have a responsibility to ensure that their actions in relation to the use of Social Media comply with this Policy.
- 8.2 In particular, Relevant Persons are required to:
- (a) comply with this Policy;
  - (b) report any perceived incidence of non-compliance with this Policy to AOCRA Ltd, and to maintain confidentiality while the incident is being resolved; and
  - (c) contribute to the elimination of the Improper Use of Social Media from AOCRA Ltd's work environment.
- 8.3 If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to AOCRA Ltd, they should report the circumstances via email to the following contact:

Secretary  
AOCRA Ltd  
secretary@aocra.com.au

## 9. Consequences

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- 9.1 If directed by AOCRA Ltd, the responsible Relevant Person will remove, rectify and/or publish a correction about, any material published on Social Media that, in the view of AOCRA LTD, may breach this Policy or otherwise bring or be likely to bring, the AOCRA Ltd, a Relevant Person or a AOCRA Ltd sport into disrepute.
- 9.2 A Relevant Person who breaches this Policy may be responsible for any loss suffered by AOCRA Ltd, or its Associated Parties.
- 9.3 If a claim that Social Media has been used improperly is substantiated, disciplinary action, including but not limited to under the AOCRA Ltd Constitution, may result. The level of action will depend on all the circumstances, including the severity of the conduct. The outcomes could include, but are not limited to:
- (a) a formal apology;
  - (b) a warning;
  - (c) suspension or termination of membership, or membership benefits; or

(d) termination of employment (with or without notice).

9.4 Breaches of this Policy will be dealt with in accordance with the disciplinary provisions under AOCRA LTD's Constitution and associated policies.

## 10. References

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10.1 This Policy must be adhered to, in conjunction with the following AOCRA Ltd rules and policies:

- (a) Constitution;
- (b) Codes of Conduct, including AOCRA Integrity Policies;

## 11. Definitions

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11.1 For the purpose of this Policy, the below definitions apply:

**Associated Parties** mean AOCRA Ltd's members, athletes, sponsors, officials and volunteers.

**Authorised User** means a person authorised in accordance with clause 5.2 of this Policy to use Social Media on behalf of AOCRA Ltd.

**CEO** means the Chief Executive Officer of AOCRA LTD from time to time.

**Computer Network** includes all Internet, email and computer facilities provided, supported or paid for by AOCRA Ltd. It includes but is not limited to, desktop computers, laptop computers, mobile devices and any other means of accessing AOCRA Ltd's email, Internet and computer facilities (including, but not limited to, a personal home computer which has access to AOCRA Ltd's IT systems).

**Confidential Information** means information belonging to AOCRA Ltd that is not known to the general public.

**Event** means any particular event or series of events, comprising Sport and/or entertainment activities, conducted by, or under authorisation from, AOCRA Ltd.

**Improper Use** means the use of Social Media in a way that does not comply with this Policy or the rules and Policies of AOCRA that specifically discuss Social Media usage

**Intellectual Property** means all rights or goodwill subsisting in copyright, business names, names, trade marks (or signs), logos, designs, patents or service marks (whether registered or registrable).

**Internet** means a worldwide electronic communications network providing access to millions of resources, not all of which are free. The World Wide Web is one element of the Internet.

**Relevant Persons** mean and include:

- (a) AOCRA Ltd AOCRA Members;
- (b) AOCRA Ltd authorised officials;
- (c) AOCRA Ltd members;
- (d) AOCRA Ltd athletes; and
- (e) volunteers associated with AOCRA Ltd.

**AOCRA Members** mean all employees and contractors of AOCRA Ltd, including but not limited to permanent, casual and temporary AOCRA and students on placement, as well as directors of AOCRA Ltd.

**Policy** means this Social Media Policy as amended from time to time.



**Social Media** means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- (a) external social networking sites (eg Facebook, LinkedIn, and Google Plus);
- (b) internal Websites;
- (c) video and photo-sharing Websites (eg Instagram, Flickr, YouTube, Snapchat, TikTok, Vine);
- (d) micro-blogging sites (including, but not limited to, Twitter);
- (e) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (eg 'comments' or 'your say' features on news Websites);
- (f) forums and discussion boards;
- (g) online encyclopaedias (eg Wikipedia);
- (h) instant messaging (including WhatsApp, SMS);
- (i) product or service reviews on retailer or customer review sites (eg Yelp, Trip Advisor);
- (j) vod and podcasting;
- (k) geospatial tagging (eg Foursquare); and
- (l) any other Websites that allow individual users or companies to use simple publishing tools.

**Sport** means the sport of outrigger canoeing as administered by AOCRA Ltd.

**Websites** mean the following websites covered by this Policy: LinkedIn, reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok and any other website or application where content can be shared and peer to peer networking conducted.