



# Skate SA Social Media Engagement Policy

(Implemented in conjunction with Skate Australia By-Law No. 26)

## BYLAW 6

## 1. Definitions

For the purposes of this policy the following definitions apply:

<b>Skate SA</b>	The State Peak Body broadly includes the State Executive that oversees the management of the Skate SA organisation, all recognised disciplines, and all discipline committees, all affiliated Clubs/leagues and any other skating organisation recognised by Skate SA.
<b>Social Media</b>	Online sites that provide social interaction and / or the ability to post content, examples include Facebook, LinkedIn, Wikipedia, Twitter, Instagram and Youtube
<b>Policy Coverage</b>	This policy applies to all staff and members of Skate SA and any persons purporting to represent Skate SA
<b>Content</b>	Online content can include any output generated by an author, with a clear message, which usually includes audio, video, pictorial and text, but could also include voting in online polls and any other medium of communication online

## 2. Application

2.1 The State Social Media Engagement Policy (Policy) applies to all Skate SA State Executive & Branch Committees' and all clubs/leagues that are affiliated with Skate SA plus all skaters; coaches; officials; spectators; and administrators and all people reasonably connected to the Skate SA Body (Members) must comply with the Policy.

## 3. Introduction

3.1 Skate SA acknowledges that Social Media has increasing prevalence in both the professional and private lives of its Members. Skate SA recognises the value in using Social Media to build more meaningful relationships with the general public, communities and other relevant stakeholders. Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be beneficial for Roller Skating. This policy aims to provide some principles for staff and members to follow when using social media. This policy does not apply to the personal use of social media platforms by Skate SA members or staff where they make no reference to Skate SA/SA or related issues.

## 4. Purpose & Scope

4.1 The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or Skate as an organisation.

4.2 This Social Media Engagement Policy (Social Media Policy) sets out the Skate SA's expectations of its Members when engaging with Social Media. Recognising that commonly-held perceptions of "social

media” are likely to change from time to time, “Social Media” for the purpose of this Social Media Policy is specifically not limited to certain digital

Platforms, however Skate SA considers each of the following platforms/internet programs/digital interfaces as Social Media for the purpose of this Policy:

- External and internal social networking sites (including but not limited to - Facebook, Twitter, Bebo, Linked In, MySite and Yammer)
- Video and photo sharing websites (eg Flickr, YouTube)
- Forums and discussion boards (eg Whirlpool, Yahoo! Groups or Google Groups)
- Online encyclopaedias (eg Wikipedia)
- Instant messaging (including SMS, Messenger)
- Vod and Podcasting; any other website that allows individual users or groups to use simple publishing tools.
- Electronic mail (email)

## 5. Usage

5.1. For Skate SA members, volunteers and staff using social media, such use:

- Must not contain, or link to, discriminatory, abusive, objectionable language, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames
- Must not access download or transmit any kind of sexually explicit material, violent and/or graphic images (without medical purpose)
- Must not access download or transmit information on the use and construction of weapons, explosives and/or other tools of violence or terrorism
- Must not access download or transmit any material deemed to be illegal under Australian Commonwealth or state law
- Must not comment on, or publish, information that is confidential or in any way sensitive to Skate SA, its affiliates, partners or sponsors and
- Must not bring the organisation or the sport into disrepute.

5.2. Skate SA members and staff may not use the Skate SA brand, imagery or intellectual property to endorse or promote any product, opinion, cause or political candidate without prior written approval by the Skate SA Executive.

5.3. Any content posted online for commercial or personal purposes must communicate to all readers that any opinions shared are those of the individual, and do not represent or reflect the views of Skate SA.

## 6. Branding

6.1. It is important that any trademarks, branding, imagery or other IP belonging to Skate SA or any affiliated or recognised body, are not used in personal social media applications. Except where such use

can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”).

Trademarks, brands, imagery or other IP include (but are not limited to):

- Logos of Skate SA/Skate Australia or any other affiliated / recognised body (ie ILHSA, ArtSA, SpeedSA, RDSA)
- Slogans used to promote any of the skate disciplines by Skate SA/Skate Australia or any of its affiliated recognised bodies
- Images depicting Skaters, Volunteers, Staff and/or equipment, except with the permission of those individuals. Where those individuals are minors, permission must be sought from their legal guardian
- Any other imagery that might reasonably be considered to represent Skate SA or any of its affiliated / recognised organisations

## 7. Official Skate SA Sites

7.1 When creating a new website, social networking page or forum for Skate SA or any of its Branches, written permission from the Skate SA Executive is required.

7.2 When affiliated clubs/leagues of Skate SA create a new website, social networking page or forum they are to provide notification to the State Office with copies of any logo's used.

7.3 Appropriate permissions must also be obtained for the use of any Skate SA logo's or images.

7.4 All administrators of any Skate SA or Skate SA Branch website, social networking page or forum must be recorded at the State Office and the State Development Officer (SDO)/Executive Officer &/or appointed person, must be added as an Administrator.

**Images of minors may not be replicated on any site without the written permission of the child's legal guardian.**

## 8. Inappropriate Social Media Engagement and Breach of Policy

Skate SA and its affiliated organisations will make every reasonable effort to monitor online activity as covered in this policy.

- 8.1. If a Member holds a good faith belief that content has been published on Social Media in contravention of this Policy, or which is otherwise inappropriate or unlawful and relates to the Skating Body, the Member may make a complaint about the content in accordance with the State &/or National Complaint Guidelines (if applicable) and may result in a Disciplinary Tribunal
- 8.2. Members and staff must be aware that a breach of this policy may result in disciplinary action from Skate SA.

- 8.3. Individuals/Teams representing Skate SA interstate

- If the Manager/Chef de Mission/VP (or nominee) deems the Social Media activity of any Member to be inappropriate, he or she must notify the Skate SA Office immediately.

8.2 Skate SA members and staff must be aware that in certain situations they could potentially breach the Privacy Act or inadvertently make Skate SA liable.

8.3. Penalties for breaches of this policy will at a minimum involve the removal of the offending content, and could result in further penalties depending on the severity of the breach. Further penalties include (but are not limited to) verbal / written warning, termination of employment or volunteer role, and / or removal from a representative team.

8.4. In the event that the breach causes financial loss to Skate SA, Skate SA reserves the right to seek damages from the offender(s).

8.5. Any breach of this policy that Skate SA has reasonable belief to be of a criminal nature will be reported to the appropriate authorities as soon as practicable

8.6. In the event of civil legal proceedings occurring, Skate SA will provide all relevant information to any party as required by law or judicial order

8.7. If the offending member disagrees with a penalty they may appeal the decision in accordance with the Skate SA /Australia Member Protection Policy

**SA members and staff should always be considerate to others and should not post information when they have been asked not to, or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.**

**Under no circumstance should offensive content about Skate SA staff or any member be distributed online.**