



Social Media Policy

Version number: 1.0

Drafted by: Dr Jill Britton

Informed by: Play by the Rules, Surfing Australia Member Policy

Date approved by Surfing Tasmania board: 16 September 2021

Review date: 16 September 2024

Introduction : Rationale and purpose of Social Media Policy

Social media is changing the way we communicate.

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.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Surfing Tasmania.

This policy contains Surfing Tasmania's guidelines for the Surfing Tasmania community to engage in social media use. It also includes details of breaches of the policy.

In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

1. Defining Social Media

For the purposes of this Policy, Social Media, includes but is not limited to:

- 1.1. Facebook, YouTube, Twitter, Instagram, Myspace, Yammer, Snapchat, Foursquare, LinkedIn, Wikipedia, Flickr and similar platforms;
- 1.2. blogs, social networking sites, instant messaging (including Whatsapp and Facebook chat),
- 1.3. social bookmarking, podcasting, media sharing and collaborative editing websites (such as Google Docs);
- 1.4. any other forum which might be classified reasonably as social media as the term is generally understood; and
- 1.5. any other forum available for public comment

2. Scope:

- 2.1 This policy does not apply to the personal use of social media where it is not related to or there is no reference to Surfing Tasmania, or its competitions, teams, participants, events, sponsors,

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members or reputation. However, any misuse by you of social media in a manner that does not directly refer to Surfing Tasmania may still be regulated by other policies, rules or regulations of Surfing Tasmania.

2.2 By “liking”, commenting on, or sharing any content on Surfing Tasmania Social Media platforms you acknowledge the terms of this policy.

3. Coverage:

This policy applies to:

3.1 All persons who are involved with the activities of Surfing Tasmania members whether they are in a paid or voluntary capacity and includes spectators at Surfing Tasmania activities and family members.

3.2 Users of Surfing Tasmania controlled Social Media platforms.

4. Using Social Media in an Official Capacity

4.1 You must be formally authorized by Surfing Tasmania before posting content on its social media platforms as a representative of Surfing Tasmania

4.2 To become authorised to represent Surfing Tasmania in an official capacity, you must have undertaken the following training: <http://esafety.gov.au/esafety-information/games-apps-and-social-networking>

4.3 As part of Surfing Tasmania’s community, you are an extension of the Surfing Tasmania brand. As such, the boundaries between when you are representing yourself and when you are representing Surfing Tasmania can often be blurred. Therefore, it is important that you represent both yourself and Surfing Tasmania appropriately online at all times.

5. Guidelines for use of Social Media relating to Surfing Tasmania

5.1 Use common sense; If you are unsure if content you wish to share is appropriate, seek advice from others before doing so, or err on the side of caution and refrain from sharing the content

5.2 Protect your privacy; refrain from posting content that you would not be happy for everyone to see, as there is potential for that content to become publicly available, even if intended to be shared privately. Be cautious about sharing personal details and ensure privacy settings on social media platforms are set to limit access if deemed necessary.

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5.3. Honesty: Avoid saying anything online that is dishonest, untrue, or misleading. The web is not anonymous, and you should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

5.4 Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

5.5 Respect Confidentiality and Sensitivity; When using social media, you must maintain the privacy of Surfing Tasmania' confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Surfing Tasmania. Confidential information includes but is not limited to such things as details about board meeting discussions, unpublished details about our events, teams, coaching practices, financial information or litigation.

6. Legal Implications

6.1 Publication and commentary on Social Media carry similar obligations to any other kind of publication or commentary. There are laws and regulations—for example, defamation, and copyright infringement—which apply online as they do anywhere else.

6.2 Surfing Tasmania does not accept responsibility for comments made by external users on its social media platforms. The views expressed may not necessarily be the views of Surfing Tasmania unless clearly intended otherwise. Surfing Tasmania does not make any warranty to the accuracy of comments made by external users.

7. Non Compliance

7.1 Surfing Tasmania will continue to monitor use of its social media platforms to ensure compliance with this policy. Surfing Tasmania members, staff, volunteers, office holders who fail to comply with this policy will be dealt with in accordance with Surfing Tasmania's Code of Conduct and Constitution. They may be the subject of disciplinary action as well as prompt action to remove the offending material where possible. If disciplinary action is required, Surfing Tasmania will seek the current national best practice advice and guidance to inform disciplinary action. Surfing Tasmania may also report the suspected breach to any local authority for further investigation, where appropriate

7.2 Posts may be deleted as determined at Surfing Tasmania's absolute discretion, and disciplinary action may be pursued if they contain:

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- violent, profane, hateful, derogatory, discriminatory, racist or sexist language links or images;
- harassing, embarrassing, intimidating or bullying comments or images
- pornographic, sexually suggestive or obscene comments or images
- information that may compromise the safety or security of the public;
- material which is in breach of laws, court orders, undertakings or contracts
- any discussion or promotion of behaviour that is unlawful;
- material which is inaccurate, misleading or fraudulent
- comments that threaten, abuse or defame any person or organisation;
- material which is deemed disrespectful to or a breach of the privacy of others
- solicitations, advertisements, endorsements or spam;
- encouragement or glamorisation of the use of alcohol, tobacco, or illegal drugs;
- multiple successive off-topic posts by a single user;
- repetitive posts copied and pasted or duplicated by single or multiple users;
- exploiting Social Media platforms to seduce, groom or inappropriately engage with Children
- impersonate or falsely represent any other person
- use of Social Media platforms as a forum for disputes or grievance
- information on the use and construction of weapons, explosives and other tools of violence or terrorism
- any other inappropriate content or comments as determined by Surfing Tasmania.

7.2 When interacting with Surfing Tasmania on its social media platforms, we request that you:

- exercise courtesy

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- do not post your personal address or phone number
- acknowledge that Surfing Tasmania cannot check the accuracy of every post and does not take any responsibility for content posted by external users
 - adhere to Community Standards dictated by social media providers e.g. [Facebook](#), [Instagram](#), [YouTube](#), LinkedIn and [Twitter](#)

8. Social Media and Privacy Law

8.1 Surfing Tasmania may record any information posted on Surfing Tasmania Social Media platforms and may use that information for the purpose of administering Surfing Tasmania Social Media, or any other purpose consistent with Surfing Tasmania’s objectives.

8.2 Surfing Tasmania strongly recommends that all users of Surfing Tasmania Social Media protect their own privacy by not including personal information in Social Media communications such as personal email addresses, residential addresses or telephone numbers. Surfing Tasmania will not accept any responsibility for any personal information that is posted or communicated by Social Media users.

9. Further Information

For further information regarding appropriate use of Social Media, Surfing Tasmania recommends reviewing the following resources:

- Australian Institute of Sport - Social Media Principles
<https://www.ais.gov.au/networks/social-media-principles>
- Australian Government eSafety Commission – advice, guidance and reporting
<https://www.esafety.gov.au/educators>
- Play by the Rules
<https://www.playbytherules.net.au>
- Surfing Australia Membership Protection Policy
<https://surfingaustralia.com/governance#policies>

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