



## Social Media Policy

### **PURPOSE**

This policy aims to provide guidelines to follow when using social media. This policy does not apply to the personal use of social media platforms by Oztag players, referees or officials that makes no reference to the game of Oztag or related issues.

It is important that the reputation of the Australian Oztag (AO), its affiliated associations, all competitions and the game generally is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that refers to Oztag.

When an Oztag representative (association, convenor, referee, coach, representative players or domestic players) discusses their involvement in the game of Oztag on social media, they are expected to behave and express themselves appropriately and in ways that are consistent with AO's values and policies. The web is not anonymous and Oztag representatives should assume that everything they write can be traced back to them.

### **SCOPE**

This policy applies to AO staff, managers / convenors of affiliated associations, hall of fame members, referees, coaches, representative players & recreational players.

This policy covers all forms of social media including, but not limited to:

Managing a profile page on social or business networking sites (i.e. facebook, Twitter, MySpace etc)

- Sharing photo or video content (ie. Instagram, flicker, YouTube etc)
- Commenting on blogs for business or personal reasons
- Leaving product or service reviews on retailer / customer review sites
- Taking part in conversations on public and private web forums or
- Editing a Wikipedia page
- Publishing negative or derogatory comments involving Oztag on your associations website

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The intent of this policy is to include anything posted online where information is shared that might affect players, staff, sponsors or AO as an organization and the reputation of the game in general. When using social media all representatives must respect the brands of AO and follow the guidelines in place to ensure that Oztag's intellectual property or its relationship with sponsors is not compromised or the organization is brought into disrepute.

## **USAGE**

For AO representatives, affiliated association managers and staff using social media, such use:

- Must not contain, or link to, defamatory or harassing content – this also applies to the use of illustrations or nicknames;
- Must not comment on, or publish confidential information;
- Must not bring the Australian Oztag or the game of Oztag into disrepute in any way; or must not be in breach of any of AO's Codes of Conduct in any way.

For AO staff using social media, such use must not interfere with work commitments

## **OFFICIAL OZTAG WEBSITES, SOCIAL PAGES AND ONLINE FORUMS**

When affiliated association convenors / managers create a new website, social networking page or forum care should be taken to ensure the appropriate person has given permission to create the page or forum.

Login details should be kept private and not given out to the general public to reduce the risk of sites being hacked or tampered with.

Permission must be obtained for the use of logos or images. Images of children may not be replicated on any site without the written permission of the child's parent / guardian.

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For official Oztag social pages, forums or blogs:

- Posts must not contain, nor link to pornographic or indecent content;
- All materials published or used must respect the copyright of third parties
- AO staff and oztag convenors must not use official oztag websites or social pages to promote personal projects

### **CONSIDERATION FOR OTHERS WHEN USING SOCIAL MEDIA PLATFORMS**

AO staff and Oztag convenors need to acknowledge that it may not always be appropriate to share photos, videos and comments on social media sites as they will be shared with hundreds of other users. Associations should be considerate to others and not post information when they have been asked not to or consent has not been asked nor given. They must also remove information about another person should they be asked to do so.

Under no circumstances should offensive or negative comments be made about AO, affiliated associations, referees, coaches or players online.

### **BREACH OF POLICY**

AO and affiliated Associations reserve the right to take appropriate action, as their board see's fit, against any representative who breaches these guidelines including, but not limited to, disciplinary action, fines or taking legal action for damages.

AO will continually monitor online activity in relation to the Association and the game. Any breach of this policy by an Oztag representative should be reported to AO.

If reported and guilty, a breach of this policy may result in disciplinary action, the AO or the affiliated association's have the ability to take action as they deem necessary based on the severity of the breach.

If the General Manager deems the Social Media activity of any staff member or person affiliated with Oztag to be seriously inappropriate, the General Manager may take whatever action they consider to be reasonably necessary in the circumstances.

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A basic guide is provided below but not limited to:

AO Staff – Warning or Termination of employment

Affiliated Associations –	1 <sup>st</sup> offence	Verbal or written warning
	2 <sup>nd</sup> offence	possible termination of licence
Representative Coach -	1 <sup>st</sup> offence	written warning and termination of that appointment
	2 <sup>nd</sup> offence	a suspension term from coaching any rep team
Oztag players -	1 <sup>st</sup> offence	verbal or written warning and/or suspension from playing.
	2 <sup>nd</sup> offence	suspension term from representative teams and or competitions
Referee	1 <sup>st</sup> offence	written warning and/or suspension from refereeing
	2 <sup>nd</sup> offence	a suspension term

#### DEFINITIONS

Affiliated associations – Any Oztag competition run under the auspice of the Australian Oztag Sports Association.

Association convenor – means the person who is the public officer or the president of the association.

Oztag Representative – is any association, convenor, referee, coach, or Oztag player.

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