



SOCIAL MEDIA POLICY

Australian Oztag recognises the importance of social media as a tool for communication, promotion, and engagement with our participants, members, fans, and the wider community. This Social Media Policy outlines the guidelines and expectations for the appropriate use of social media by individuals associated with Australian Oztag, including players, coaches, officials, volunteers, staff, and stakeholders.

PURPOSE

The purpose of this policy is to provide clear guidance on the responsible and professional use of social media to protect the reputation, integrity, and confidentiality of Australian Oztag, its members, and stakeholders. By adhering to these guidelines, individuals can contribute to a positive and respectful online environment that reflects the values and standards of Australian Oztag.

GUIDELINES FOR SOCIAL MEDIA USE

- Individuals associated with Australian Oztag are expected to conduct themselves professionally and respectfully on social media platforms, regardless of whether they are posting in a personal or professional capacity.
- Avoid posting content that is offensive, discriminatory, defamatory, or otherwise inappropriate, as such content reflects poorly on Australian Oztag and may result in disciplinary action.
- Respect the privacy and confidentiality of individuals and information related to Australian Oztag, including but not limited to team strategies, selection decisions, internal discussions, and personal information about participants.
- Do not share confidential or sensitive information on social media without appropriate authorisation, as doing so may breach privacy laws and organisational policies.
- Treat others with respect and courtesy in all social media interactions, including teammates, opponents, officials, volunteers, staff, sponsors, and spectators.
- Refrain from engaging in personal attacks, harassment, bullying, or other forms of inappropriate behaviour towards others, as such conduct that undermines the positive and inclusive culture of Australian Oztag.



BRAND REPRESENTATION

- Avoid misrepresenting Australian Oztag or implying endorsement or sponsorship without authorisation, as this may infringe upon intellectual property rights and damage the reputation of the organisation.
- When posting about Australian Oztag or its events, use official logos, hashtags, and branding elements as appropriate to accurately represent the organisation and its activities.

COMPLIANCE WITH POLICIES

- Adhere to all applicable laws, regulations, and organisational policies when using social media, including but not limited to privacy laws, copyright laws, and codes of conduct.
- Failure to comply with this Social Media Policy or other relevant policies may result in disciplinary action, including warnings, sanctions, or termination of association with Australian Oztag.

MONITORING AND ENFORCEMENT

- Australian Oztag reserves the right to monitor social media platforms for content related to the organisation or its stakeholders to ensure compliance with this policy and identify any potential risks or issues.
- Monitoring may include reviewing public posts, comments, messages, and other content posted on social media platforms that may impact the reputation or interests of Australian Oztag.
- Violations of this Social Media Policy will be addressed through appropriate disciplinary measures, which may include counselling, education, warnings, sanctions, or termination of association with Australian Oztag, depending on the severity of the violation and any mitigating factors.

By adhering to the guidelines outlined in this Social Media Policy, individuals associated with Australian Oztag can contribute to a positive, respectful, and professional online environment that reflects the values and standards of our organisation. We encourage all stakeholders to use social media responsibly and ethically to promote the sport of Oztag and uphold the integrity and reputation of Australian Oztag and its members.