



SOCIAL MEDIA POLICY

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1.0 Purpose

This policy is intended to protect the interests of Australian Taekwondo and its associated stakeholders by defining the requirements expected in the use of social media.

Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Australian Taekwondo recognises the benefits of social media as an important tool of engagement and enrichment for its members.

Along with the benefits there are associated risks to the reputation of the organisation, it's members, followers and individuals who might interact with the organisation through social media channels.

2.0 Definition

Social media includes, but is not limited to, the generation or sharing of content by an individual. It can include (but is not limited to) such activities as:

- Maintaining a profile page on a social or business networking sites such as Facebook, Instagram, Twitter, LinkedIn, SnapChat, TikTok, MySpace or similar;
- Content sharing including (SnapChat, TikTok, Pinterest, Flickr, YouTube or similar
- Commenting on social media platforms or blogs for personal or business reasons;
- Leaving product or service reviews on customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards);
- Editing a Wikipedia or other editable page.

It is important that the reputation of Australian Taekwondo, its state bodies, commercial partners, athletes and affiliated clubs, are not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

3.0 Intent & Scope

The intent of this policy is to include anything posted online where information is shared that might affect affiliated clubs, members, athletes, sponsors and Australian Taekwondo as an organisation.

This policy applies to Australian Taekwondo, its employees, board members, state office representatives, athletes, coaches, referees, affiliated clubs, affiliated club members, volunteers, commercial partners or any individual representing themselves as being a member or affiliated with Australian Taekwondo.

When someone clearly identifies their association with Australian Taekwondo, and/or discusses their involvement in the organisation in areas defined as social media, they are expected to behave and express themselves appropriately, and in ways that are consistent with Australian Taekwondo's values of creating a culture of connection, inclusion, embracing diversity and fostering a sense of belonging.

This policy covers all forms of social media as defined in section 2.0. This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by Australian Taekwondo and those who this policy applies to where there is no reference to Australian Taekwondo or any related issue/s.

4.0 Guiding Principles

The web is not anonymous. Australian Taekwondo and those who this policy applies to should assume that everything they write can be traced back to them.

Due to the unique nature of sporting organisations such as Australian Taekwondo, the boundaries between those this policy applies to (Section 3.0), their profession, volunteer time and social life can often be blurred.

It is therefore essential that a clear distinction between what those this policy applies to (Section 3.0), do in a professional capacity and what they do, think or say in their capacity as an associate of Australian Taekwondo.

Australian Taekwondo considers all members its representatives. Honesty is always the best policy, especially online. It is important that Australian Taekwondo members think of the web as a permanent record of online actions and opinions.

When using the Internet for professional or personal pursuits, all members must respect the Australian Taekwondo brand and follow the guidelines in place to ensure Australian Taekwondo intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

5.0 Usage

For Australian Taekwondo and those this policy applies to (Section 3.0) such use:

- Must not contain, or link to, libelous, defamatory or harassing content. This also applies to the use of illustrations or nicknames.
- Must not comment on, or publish, information that is confidential or in any way sensitive to Australian Taekwondo, its affiliates, partners or sponsors.
- Must not post or create content that is, or has the potential to be, offensive, aggressive, abusive, profane, obscene, intimidating, sexually explicit, hateful, racist, sexist or otherwise inappropriate;
- Exploit platforms to defame, harass, bully, abuse or threaten any other person including Australian Taekwondo staff, athletes, coaches, referees, or members.
- Comment in any way that may harm the reputation of athletes, clubs, members, volunteers, or Australian Taekwondo staff.
- Use social media to air disputes or grievances.
- Comment on, or publish, information that is confidential or in any way sensitive to Australian Taekwondo.
- Must not bring the organisation or the sport into disrepute.

For Australian Taekwondo staff using social media, such use:

- Must not interfere with work commitments.
- Must abide by all existing policies and workplace rules and regulations.

Furthermore, Australian Taekwondo members, staff and volunteers are not permitted to use the Australian Taekwondo brand to endorse or promote any product, opinion, cause or political agenda; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of Australian Taekwondo.

6.0 Branding and Intellectual Property (IP)

It is important that any trademarks belonging to Australian Taekwondo or any state association, 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 include:

- Australian Taekwondo and state association logos;
- Australian Taekwondo and state association associated slogans;
- Images depicting members, volunteers, staff and/or equipment, where they can be identified as being part of the Australian Taekwondo, except with the permission of those individuals and within other stated guidelines;
- Other Australian Taekwondo iconic imagery or the official Australian Taekwondo uniforms.

7.0 Use of official Australian Taekwondo social media presence or profiles

When creating a new website, social networking page or forum for public use, care should be taken to ensure the appropriate person / people have given written consent to create the page or forum.

Similarly, appropriate permissions 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 and/or guardian.

For official Australian Taekwondo blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content, which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
- Australian Taekwondo employees must not use Australian Taekwondo online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

8.0 Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Australian Taekwondo those this policy applies to (Section 3.0), must recognise that it may not be appropriate to share photographs, videos and comments in this way.

For example, there may be an expectation that photographs taken at a private Australian Taekwondo event will not appear publicly on the Internet. In certain situations, Australian Taekwondo members, staff or volunteer, could potentially breach the privacy act or inadvertently make Australian Taekwondo liable for breach of copyright.

Australian Taekwondo members, staff and volunteers should be considerate to others in such circumstance 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.

Those this policy applies to (Section 3.0), should not be seen to be in a position to be in photographs, videos or other social media content that might be considered controversial if it can in any way be linked to their role in the Australian Taekwondo, including:

- Being at an Australian Taekwondo event or representing the Australian Taekwondo at an event
- Being in uniform whether public or private

Under no circumstance should offensive comments be made about Australian Taekwondo members, clubs, athletes, or staff online.

9.0 Breach of Policy

Australian Taekwondo monitors online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to Australian Taekwondo. If detected, a breach of this policy may result in disciplinary action from Australian Taekwondo. A breach of this policy may also amount to breaches of other Australian Taekwondo policies.

This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with Australian Taekwondo. Australian Taekwondo members may be disciplined in accordance with Australian Taekwondo disciplinary regulations. To report a breach, please complete Australian Taekwondo's [complaints form](#). Breaches of this policy will be subject to implementation of our upcoming sanctions framework.

10.0 Consultation or Advice

This policy has been developed to provide guidance for Australian Taekwondo members and staff in the age of digital social interaction.

For further information, please contact:

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