



## **EBFC Social Media Policy**

### **1. Purpose**

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. In particular, 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 the Emerald Boxing & Fitness Club.

This policy contains Emerald Boxing & Fitness Club guidelines for the Club 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.

### **2. Definition**

Social media includes, but is not limited to, the generation or sharing of content by an individual. These activities may include:

- Maintaining a profile page on social or business networking sites such as Facebook, Instagram, Twitter, TikTok, SnapChat, MySpace, LinkedIn, 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 or polls;
- Taking part in conversations on public and private web forums (message boards); and
- Editing a Wikipedia or other editable page.

Any post, image, comment, status update or other use of social media may not be, or remain, private once it is posted on a social media platform. It is important to remember that you are personally responsible for the content you publish on any form of social media platform.

### **3. Intent and Scope**

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

This policy applies to all persons who are involved with the activities of EBFC and those others in anyway affiliated with it, whether they are in a paid or unpaid capacity, including:

- EBFC members;
- boxers, coaches, officials and other personnel registered with, or participating in events and activities, including camps and training sessions, held or sanctioned by EBFC;
- persons appointed or elected to the boards, committees and sub-committees of EBFC;
- employees of EBFC;
- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches; and
- referees, judges and other officials.

This policy is applicable when using social media as:

1. an officially designated individual representing EBFC on social media; and
2. if you are posting content on your personal social media in relation to EBFC that might affect EBFC's business, products, services, events, sponsors, members or reputation.

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

This policy does not apply to the personal use of social media platforms where it is not related to, or there is no reference to EBFC or their members' businesses, competitions, teams, participants, products, services, events, sponsors, members or reputation.

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

### **4. Guiding principles**

The internet is not anonymous. EBFC and those who this policy applies to should assume that everything they write can be traced back to them. It is important to remember that you are personally responsible for the content you publish on any form of social media platform and once published may be permanent.

Due to the unique nature of sporting organisations, such as EBFC, the boundaries between those this policy applies to (section 3), their profession, volunteer time and social life can often be blurred. It is therefore essential that a person to which this policy

applies to (section 3) creates a clear distinction between what they do, think or say in their capacity as a member or associate of EBFC and interactions outside of acting in this capacity.

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

## **5. Usage**

Generally, EBFC and those this policy applies to (section 3) social media use:

- Must not contain, or link to, libellous, defamatory or harassing content including use of illustrations or nicknames;
- Must not comment on, or publish, confidential or sensitive information as determined by EBFC, its members, 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 EBFC staff, athletes, coaches, referees, or members;
- Comment in any way that may harm the reputation of athletes, clubs, members, volunteers, or EBFC staff; and
- Must not bring the organisation or the sport into disrepute.

Social media guidelines to good practice to adhere to when using social media in relation to EBFC or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation can be found at Annexure A.

### Using social media in an official capacity

You must be expressly authorised by EBFC before engaging in social media as a representative of the same. As a part of EBFC's community, you are an extension of its brand. As such, the boundaries between when you are representing yourself and when you are representing EBFC can often be blurred. As you increase your profile or position within EBFC it is important that you consider how best to represent both yourself and EBFC appropriately online at all times.

## **6. Branding and intellectual property of EBFC**

EBFC's intellectual property includes, but is not limited to:

- Logos;
- Slogans; and
- Imagery which have been posted on EBFC's official social media sites or website.

You must not create either an official or unofficial EBFC presence using the organisation's logo or name without prior approval from the organisation. You must not imply that you are authorised to speak on behalf of EBFC unless you have been given official authorisation to do so by the organisation.

## **7. Policy breaches**

Breaches of this policy include but are not limited to:

- Using EBFC's name, motto, and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members;
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous;
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language
- Posting or sharing any content, which if said in person during a tournament would result in a breach of the rules of the tournament;
- Posting or sharing any content in breach of EBFC's Gym Rules
- Posting or sharing any content that is a breach of any State or Commonwealth law;
- Posting or sharing any material to social media channels that infringes the intellectual property rights of others; or
- Posting or sharing material that brings, or risks bringing EBFC, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

## **8. Reporting a breach**

If you notice inappropriate or unlawful content online relating to EBFC, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to EBFC. To report a breach please notify the Secretary of EBFC.

## **9. Investigation**

Any alleged breach of this social media policy may be investigated by EBFC. Where it is considered necessary, EBFC may report a breach of this social media policy to the eSafety Commissioner or local police.

## **10. Disciplinary process and consequences**

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the EBFC's disciplinary procedures in force at the time of the breach. Employees of EBFC who breach this policy may face disciplinary action up to and including termination of employment. It is important to be aware of and consider that various legal consequences may apply. If concerned, please seek independent legal advice.

## **Annexure A – Social media guidelines to good practice**

### **Protect your own privacy**

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### **Be honest**

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading.

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.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, you must disclose that affiliation.

The web is not anonymous. 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.

### **Use disclaimers**

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. EBFC) and state that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble -- it may not have legal effect.

### **Reasonable use**

If you are an employee of EBFC, you must ensure that your use of social media does not interfere with your work commitments or productivity.

### **Respect confidentiality and sensitivity**

When using social media, you must maintain the confidentiality of EBFC's confidential information.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by EBFC it is perfectly acceptable to talk about EBFC and have a dialogue with the community, but it is not okay to publish the confidential information of the organisation.

Confidential information includes things such as details about litigation, unreleased product information, coaching practices, financial information and trade secrets.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### **Gain permission when publishing a person's identifiable image**

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

Note well: In every instance, you need to have consent of the owner of copyright in the image.

### **Comply with applicable laws**

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### **Abide by copyright laws**

It is critical that you comply with the laws governing copyright in relation to material owned by others and EBFC's own copyrights and brands. You should never quote more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

### **Discrimination, sexual harassment and bullying**

The public in general, and EBFC's employees, members and affiliates reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by EBFC's Gym Rules.

### **Avoid controversial issues**

Within the scope of your authorisation by EBFC if you see misrepresentations made about that organisation in the media, you may point that out. Always do so with respect and with the facts. If you speak about others, make sure what you say is factual and that it does not disparage that party.

### **Dealing with your mistakes**

If you make an error, be up front about your mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper (such as his or her copyrighted material or a defamatory comment about him or her), address it promptly and appropriately and if necessary, seek legal advice.

### **Be conscientious and think about consequences**

Keep in mind that what you write is your responsibility.

You should always follow the terms and conditions for any third-party sites in which you participate.

### **Use common sense**

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for EBFC.