

# Social Media Policy - Acceptable Use



## Introduction

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and Little Athletics Australia sees social media as an important tool of engagement with members, business partners and the community.

Little Athletics Australia welcomes all comments on our social media channels, including, but not limited to, Facebook, Twitter, Instagram and YouTube. We invite you to utilise social media to promote Little Athletics Centres and events, and we want to hear feedback and ideas from our Centre members and athletes, about Little Athletics generally, our athletes, coaches, championships, events and our achievements.

You are welcome to express your views, comments, ideas and insights about Little Athletics, its programs and activities. At the same time, you should show courtesy and respect to others and must not use our social media channels to abuse others, expose others to offensive or inappropriate content, or for any illegal purpose.

## Acceptable Use

When using our social media channels, please ensure that you:

- Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers);
- Represent your own views and not impersonate or falsely represent any other person;
- Keep your posts relevant to Little Athletics;
- Are not abusive and do not harass or threaten others;
- Do not make defamatory or libelous comments;
- Do not use insulting, provocative or hateful language;
- Do not use obscene or offensive language;
- Do not post material that infringes the intellectual property rights of others;
- Do not post multiple versions of the same view or make excessive postings on a particular issue; □
- Do not promote commercial interests in your posts;
- Do not include harmful or offensive internet addresses or links to websites, or any email addresses in your posts.

Participants may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another participant.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police. In addition, participants who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube, Instagram or Twitter) may be liable for defamation

## Right to Remove Posts and Block Offenders

Little Athletics Australia has the right to enforce this Acceptable Use Policy at its discretion. Little Athletics Australia administration may remove any posted messages that it considers to be in breach of this policy and will block repeat offenders.

## Photographs

Photographs taken by the Little Athletics Australia or its agent(s) of a child or yourself in attendance at a Little Athletics Event/Function, may be utilised for any legal/appropriate purpose whatsoever, including (but not by way of limitation) illustration, promotion, advertising, trade, etc. Such photographs may be published in any medium and may be labelled with the name of the person/s in the photograph and the event at which the photograph was taken.

When using photos on social media channels, please ensure that you:

- Avoid naming the child. If this is not possible avoid using both a first name and surname.
- Avoid displaying personal information such as residential address, email address or telephone numbers if images are being posted on websites or distributed in publications.
- Do not display information about hobbies, likes/dislikes, school, etc. as this information has the potential to be used as grooming tools by paedophiles or other persons.
- Only use appropriate images of the child, relevant to the sport or activity, and ensure that the athlete/child is suitably clothed. Images of athletes participating in sports or activities that involve minimal clothing or unusual body positions/poses could potentially be misused. The age of the child is another factor to consider when deciding if the image is appropriate.
- Reduce the ability for direct copying of pictures from a website to another source (i.e. disable the 'right mouse click' function).

## Privacy Statement

Little Athletics Australia may record any information posted to one of our social media channels (including, but not limited to, Facebook, Twitter, Instagram and YouTube) and may use that information for the purpose of administering its social media channels and considering and/or addressing any comments made. No attempt will be made to further identify users of our social media channels except where authorised by law. Little Athletics Australia is not responsible for the privacy practices or content included on our social media channels or any linked websites.

## FOR FURTHER INFORMATION ON THIS POLICY, PLEASE CONTACT:

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