

SOCIAL MEDIA POLICY

1.0 PURPOSE

This policy is intended to protect the interests of the HRCav, its members and 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, the HRCav recognises the benefits of social media as an important tool of engagement and enrichment for its members.

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

The HRCav has a long history and is a highly respected organisation. It is important that the HRCav's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

2.0 DEFINITION OF SOCIAL MEDIA

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

- Maintaining a profile page on social or business networking sites;
- Content sharing on platforms;
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards)

3.0 INTENT OF THE POLICY

The intent of this policy is to include any information shared or posted online that might affect members, clubs, employees, sponsors or the HRCav as an organisation.

Who this Policy applies to

This policy applies to all HRCav affiliated Clubs, members and employees of those Clubs and bodies, participants, parents/guardians of Junior Members, contractors, officials, coaches, judges, and volunteers throughout all HRCav events and activities.

When someone clearly identifies their association with the HRCav, including references to the HRCav through their personal profile, 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 the HRCav's stated values and policies as outlined in the HRCav Code of Conduct.

Where this Policy applies

This policy covers all forms of social media.



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 HRC AV members or employees where the HRC AV member or employees makes no reference to the HRC AV or related issues. However, it is recommended that members and employees remain aware of their personal online reputation. Even when not discussing HRC AV matters, if you engage in inappropriate conduct, it can have an impact on your employment or engagement with the HRC AV.

4.0 GUIDING PRINCIPLES

The Internet is not anonymous. HRC AV members and employees should assume that everything they write, post, or share can be traced back to them.

Due to the unique nature of sporting groups such as the HRC AV, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as, employees, Club members, or volunteers for the HRC AV. The HRC AV considers all employees, affiliated Clubs, and Club members to be representatives of the Association.

It is important that HRC AV members think of the Internet as a permanent record of online actions and opinions. When using the Internet for professional or personal pursuits, all members must respect the HRC AV brand and follow the guidelines in place to ensure that the Association's intellectual property and its relationships with sponsors and stakeholders are not compromised, nor is the organisation brought into disrepute.

When using social media, always be mindful that sharing or liking a message or post is considered your view and an endorsement of the original tweet or post unless you explicitly state otherwise. Comments made or images posted, irrespective of privacy settings, are public remarks and can be shared, copied and distributed to a wider audience than may have been originally intended and therefore become publicly published views.

5.0 USAGE

HRC AV members and employees using social media **MUST NOT**:

- post, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- comment on, or publish, information that is confidential or in any way sensitive to the HRC AV, its affiliates, partners or sponsors; and bring the organisation or the sport into disrepute.

HRC AV employees using social media **MUST**:

- not post or share content which contravenes the conditions of their employment as per the HRC AV Employee handbook
- abide by all existing Association policies, guidelines and regulations

Furthermore, HRC AV members and employees may not use the HRC AV brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that

any and all opinions shared are those of the individual, and do not represent or reflect the views of the Association.

6.0. BRANDING AND INTELLECTUAL PROPERTY (IP)

It is important that any trademarks belonging to the HRCav or any club 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:

- HRCav or Club logos;
- Images depicting members, volunteers, employees and/or equipment, where they can be identified as being part of the HRCav, except with the permission of those individuals and within other stated guidelines;
- Other HRCav iconic imagery.

7.0. USE OF OFFICIAL ORGANISATION SOCIAL MEDIA PRESENCE OR PROFILES

When creating a new website, social networking page or forum for member use, care should be taken to ensure the appropriate person at a Club/Association level has given written consent to create the page or forum. Any persons moderating online platforms on behalf of a Club must hold a Working With Children Check as per HRCav Child Safety and Wellbeing Policy. Similarly, appropriate permissions must be obtained for the use of logos or images.

For official HRCav 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;
- HRCav employees must not use HRCav 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. HRCav members and employees 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 event will not appear publicly on the Internet. In certain situations, HRCav members could potentially breach the privacy act or inadvertently make the HRCav liable for breach of copyright.

When joining or renewing membership with an HRCav Club, members sign the Annual Member Disclaimer Statement acknowledging that photographs may be taken of them at HRCav activities and events by organisers, official photographers and press; members also consent to the use of said photographs for HRCav related promotional/publicity purposes.



HRCav members should be considerate of others and should not post information when they have been asked not to or when consent has not been explicitly sought and given. They must also remove information about another person if that person asks them to do so.

Photographs or videos of children are not to be published without the permission of the parent or guardian. Only appropriate photographs or videos, relevant to the sport, should be used. Social Media posts which feature photographs or videos of Junior Members and/or may be viewed by Junior Members must comply with the HRCav Child Safety and Wellbeing Policy.

HRCav employees and officials should not be seen in photographs, videos or other social media content that might be considered controversial for the HRCav if it can in any way be linked to their role in the HRCav, including:

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

Under no circumstance should offensive comments be made about the HRCav, members, officials, volunteers or employees online.

9.0 BREACH OF POLICY

The HRCav and clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to the office.

If detected, a breach of this policy may result in disciplinary action. A breach of this policy may also amount to breaches of other HRCav policies. Members may be disciplined in accordance with disciplinary regulations.

10.0 CONSULTATION OR ADVICE

This policy has been developed to provide guidance for HRCav members and employees in a new area of social interaction. HRCav members or employees who are unsure of their rights, liabilities or actions online, should contact the HRCav for clarification.

Related Documents:

- Privacy Policy
- Child Safety and Wellbeing Policy
- Code of Conduct for Dealing with Children and Young People

POLICY REVIEW

Commencement Date	Date Endorsed	Endorsed By	Next Review Date
10/06/2024	07/06/2024	HRCav Executive	10/06/2025