



Social Media Policy

1. Policy overview and purpose

Social media is changing the way we communicate.

This policy has been developed to inform our Boxing 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 aimed at allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

It is also intended that this policy will assist to establish a culture of openness, trust and integrity in all online activities related to Boxing Australia Limited.

This policy contains Boxing Australia Limited guidelines for the Boxing Australia Limited 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. Underlying principles

This policy complements Boxing Australia Limited's core values:

- maintain and enhance the standards, quality and reputation of boxing for the collective and mutual benefit and interests of Member Associations, participants and boxing;
- have regard to the public interest in its operations; and
- undertake such other actions and activities as are necessary, incidental or conducive to the advancement of the organisation's Objects.

3. Coverage

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

- Boxing Australia Limited's Member Associations and their members;
- boxers, coaches, officials and other personnel registered with, or participating in events and activities, including camps and training sessions, held or sanctioned by, Boxing Australia Limited or any of its Member Associations;
- persons appointed or elected to the boards, committees and sub-committees of Boxing Australia Limited and its Member Associations;
- employees of Boxing Australia Limited and its Member Associations;

- support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- coaches and assistant coaches;
- referees, judges and other officials;
- affiliated clubs, gyms and associated organisations.

4. Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

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.

This policy is applicable when using social media as:

1. an officially designated individual representing Boxing Australia Limited and/or any of its Member Associations on social media; and
2. if you are posting content on your personal social media in relation to Boxing Australia Limited and/or any of its Member Associations that might affect Boxing Australia Limited and/or any of its Member Association's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to, or there is no reference to Boxing Australia Limited and/or any of its Member Associations or their 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 Boxing Australia Limited and/or any of its Member Associations may still be regulated by other policies, rules or regulations of those bodies.

5. *Using social media in an official capacity*

You must be expressly authorised by Boxing Australia Limited and/or one of its Member Associations before engaging in social media as a representative of the same.

As a part of Boxing Australia Limited's community, you are an extension of its brand.

As such, the boundaries between when you are representing yourself and when you are representing Boxing Australia Limited can often be blurred. This becomes even more of an issue as you increase your profile or position within Boxing Australia Limited. Therefore it is important that you represent both yourself and Boxing Australia Limited appropriately online at all times.

6. *Guidelines*

You must adhere to the following guidelines when using social media related to Boxing Australia Limited or its business, products, competitions, teams, affiliated Member Associations, participants, services, events, sponsors, members or reputation.

7. *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.

8. *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.

9. *Use disclaimers*

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. Boxing Australia Limited) 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.

10. Reasonable use

If you are an employee of Boxing Australia Limited and/or any of its Member Associations, you must ensure that your use of social media does not interfere with your work commitments or productivity.

11. Respect confidentiality and sensitivity

When using social media, you must maintain the confidentiality of Boxing Australia Limited's, and/or any of its Member Association'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 Boxing Australia Limited and/or any of its Member Associations, it is perfectly acceptable to talk about Boxing Australia Limited and/or any of its Member Associations 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.

12. 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.

13. 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.

14. Abide by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Boxing Australia Limited'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.

15. Discrimination, sexual harassment and bullying

The public in general, and Boxing Australia Limited'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 Boxing Australia Limited's Participant Protection Regulations.

16. Avoid controversial issues

Within the scope of your authorisation by Boxing Australia Limited or one of its Member Associations, 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.

17. 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.

18. 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.

19. 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 Boxing Australia Limited.

20. Branding and intellectual property of Boxing Australia Limited

You must not use any of Boxing Australia Limited's intellectual property or imagery on your personal social media without prior approval.

Boxing Australia Limited's intellectual property includes, but is not limited to:

- trademarks
- logos
- slogans
- imagery which have been posted on Boxing Australia Limited's official social media sites or website.

You must not create either an official or unofficial Boxing Australia Limited presence using the organisation's trademarks or name without prior approval from the organisation.

You must not imply that you are authorised to speak on behalf of Boxing Australia Limited unless you have been given official authorisation to do so by the organisation.

21. Policy breaches

Breaches of this policy include but are not limited to:

- Using Boxing Australia Limited's or any of its Member Association's name, motto, crest 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 Boxing Australia Limited's Participant Protection Regulations.
- 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.
- Posting or sharing material that brings, or risks bringing Boxing Australia Limited, its affiliates, 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.

22. Reporting a breach

If you notice inappropriate or unlawful content online relating to Boxing Australia Limited or any of its Member Associations, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Chief Executive Officer of Boxing Australia Limited.

Contact paul.grogan@boxing.org.au

23. Investigation

Alleged breaches of this social media policy may be investigated by Boxing Australia Limited.

Where it is considered necessary, Boxing Australia Limited may report a breach of this social media policy to police.

24. Disciplinary process and consequences

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedures contained in the Boxing Australia Limited's Regulations.

Employees of Boxing Australia Limited or one of its Member Associations who breach this policy may face disciplinary action up to and including termination of employment.

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- *Charter of Human Rights and Responsibilities Act 2006*
- *Information Privacy Act 2000*
- Equal opportunity laws
- Contempt of Court
- Gaming laws

Approved by the Board of Boxing Australia Limited 23 February 2016.