



Archery Victoria			
Title:	Policy and Procedures Manual		
Subject:	Social Media Policy		
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0532. Social Media Policy

Relevant Archery Australia Information	Number 1046	Social Media Policy
This policy supports the guidelines and rules stipulated within the Archery Australia policy. Should there be a discrepancy between the policies the Archery Australia policy shall take precedence.		

1. Policy Background

This policy outlines the policy in place for the use of Social Media by Archery Victoria, Member Clubs and individuals who are members of Archery Victoria.

Social Media may include (although is not limited to):

- social networking sites (eg Facebook, Myspace, LinkedIn, Bebo, Yammer),
- video and photo sharing websites (eg Flickr, Youtube),
- blogs, including corporate blogs and personal blogs,
- blogs hosted by media outlets,
- micro-blogging (eg Twitter),
- wikis and online collaborations (eg Wikipedia),
- forums, discussion boards and groups,
- podcasting, and
- instant messaging (including SMS).

2. Use of Social Media by Archery Victoria

Social media will be used by Archery Victoria for the sharing of information and promotional material in relation to Archery Victoria and archery related issues. It is a good avenue for dissemination of information and celebrating successes. When using Social Media the Archery Victoria Board should be mindful that not all athletes within the organisation use or have access to this media. As such, social media should only be one avenue of communication.

At all times, any communication by Archery Victoria via Social Media should be respectful, inclusive, well-written and should not show any adverse bias towards any Member club or athlete.

Archery Victoria shall not use Social Media to express any political, religious, diversity or other views not in keeping with the mission of the Organisation.

3. Use of Social Media by Member Clubs and Individuals

When using Social Media professionally or personally, Clubs and members are required to protect the reputation of Archery Victoria, Member clubs and their own reputation as an athlete.

When using Social Media, Clubs and members must:

- only disclose and discuss publicly available information,
- ensure that all content published is accurate and not misleading and complies with all relevant policies and legislation,
- be polite and respectful to all people you interact with,
- adhere to the Terms of Use of the relevant social media platform/website, as well as copyright, privacy, defamation, contempt of court, discrimination, harassment and other applicable laws and policies,
- disclose you are a volunteer or board member of Archery Victoria or affiliated club and use only your own identity, or an approved official account, and
- comment only on your area of expertise and authority.

When using Social Media, Clubs and members must not:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, infringes copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- make any comment or post that may bring the reputation of Archery Victoria, a Member Club or an individual athlete club into disrepute; or
- use or disclose any confidential or secure information.

In addition WHEN USING YOUR PERSONAL SOCIAL MEDIA, YOU MUST NOT:

- imply that you are authorised to speak as a representative of Archery Victoria, nor give the impression that the views you express are those of Archery Victoria;
- use the logo of Archery Victoria without permission;
- assume the identity or likeness of another person or member of Archery Victoria; or
- use or disclose any confidential information obtained in your capacity as a volunteer or Board Member of Archery Victoria or your Club.

Before becoming 'friends' or 'followers' of members/suppliers/stakeholders of Archery Victoria, please consider carefully whether it is appropriate. Disputes you do not want to be part of may occur if they have an issue with Archery Victoria, or confidential information may be disclosed inadvertently.

4. Procedures

At the discretion of Archery Victoria Board a member of Archery Victoria will become an Authorised Administrator of any social media platforms used by Archery Victoria. In this capacity the Authorised Administrator will have the ability to upload photos and/or information onto the social media application.

The Authorised Administrator will receive an induction from Archery Victoria before becoming an Authorised Administrator. The induction will inform them of rules pertaining to the uploading of material as follows:

1. The Authorised Administrator will only upload photos and/or information that relates to Archery Victoria's activities.
2. No foul or inappropriate language/photos are to be posted. Good judgement and common sense must be applied before any post is made.
3. Posts must not contravene any discrimination laws.
4. Posts must be positive.
5. Posts must reflect the values and beliefs that are conveyed in the Mission Statement of Archery Victoria.
6. Permission must be sought and received from individuals/parents before posting photographs of individuals or children.
7. Permission must be sought and received before posting material obtained from a third party.
8. Confidential information must remain so and must not be posted under any circumstances.

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