

Doc No.:	1103	Version:	02
Revised Date:	30/11/2025	Replaces Version:	0532
Review Date:	30/11/2027	Pages:	4

1. Introduction

1.1 Social media is an important communication and engagement tool that allows Archery Victoria to connect with members, clubs, and the wider community. It provides opportunities to promote the sport of archery, celebrate achievements, share information, and build a strong and positive reputation for our organisation.

1.2 However, social media use also carries risks. Inappropriate or careless use can harm individuals, damage reputations, and undermine the integrity of the sport.

1.3 This social media Policy provides guidance for the responsible and respectful use of social media by all members, officials, and volunteers, associated with Archery Victoria. It aims to ensure that online activity reflects the values of integrity, respect, and sportsmanship, and upholds the good standing of both Archery Victoria and the sport of archery.

1.4 This Policy, enters into force and applies to Archery Victoria, Clubs and Members as of 30 November 2025. It will be reviewed on or before 30th November 2027. Unless required by changes to legislation, changes to the Rules Archery Victoria or Archery Australia policies, or as determined necessary by the Archery Victoria Board.

1.5 Copies can be obtained from the Archery Victoria website. Additional information is available from the Secretary, Archery Victoria.

2. Scope

2.1 This policy applies to all Archery Victoria Board, members, affiliated clubs, officials, and volunteers, it includes all forms of social media, including (but not limited to): Facebook, Instagram, X (Twitter), TikTok, YouTube, LinkedIn, Threads, Snapchat, online forums, blogs, including corporate blogs and personal blogs, blogs hosted by media outlets, discussion boards and groups, podcasting, and instant messaging (including SMS).

3. Principles

3.1 Social media is a powerful tool for promoting archery, sharing achievements, and engaging with the community. Users are expected to communicate respectfully, truthfully, and responsibly at all times. All posts and online interactions must align with Archery Victoria's Codes of Conduct, Member Protection Policy, Protecting Children and Young People Policy, and Privacy Policy.

3.2 When using social media, the Archery Victoria Board and affiliated clubs should remain mindful that not all members have access to, or regularly use, social media platforms. Therefore, social media should be considered only one avenue of communication, and not the sole method for sharing important information.

3.3 All communication by Archery Victoria through social media must be respectful, inclusive, accurate, and impartial, and should avoid any perception of bias toward any member club, member, or group.

3.4 Archery Victoria shall not use social media to express or endorse political, religious, or ideological views, or any other opinions inconsistent with the mission, values, or neutrality of the organisation.

4. Acceptable Use

4.1 When engaging on social media in any capacity related to archery, all members, officials, volunteers, and clubs are expected to act as positive ambassadors for both the sport and Archery Victoria.

Individuals should:

- Be respectful, truthful, and responsible at all times.
- Ensure that all posts, comments, and images are accurate, appropriate, and considerate.
- Obtain consent before posting photos or videos of others, especially minors.
- Use Archery Victoria's official logos, branding, or imagery only with prior authorisation.
- Clearly distinguish personal opinions from official statements (e.g., "Views are my own").

4.2 When using social media—whether professionally or personally—clubs and members must protect the reputation of Archery Victoria, their club, and their own standing as athletes or officials.

In doing so, they must:

- Only disclose and discuss publicly available information.
- Ensure all content published is accurate, not misleading, and complies with relevant policies, legislation, and platform guidelines.
- Be polite, respectful, and constructive in all interactions.
- Adhere to all applicable laws and platform Terms of Use, including those relating to copyright, privacy, defamation, harassment, discrimination, and contempt of court.
- Use only their own identity or an approved official account when posting on behalf of Archery Victoria or an affiliated club.
- Clearly disclose their role as an archer, volunteer, official, or board member when commenting in an official capacity.
- Comment only within their area of expertise and authority.

5. Prohibited Conduct

5.1 Members, clubs, and representatives of Archery Victoria must uphold the highest standards of respect and integrity when using social media. The following actions are strictly prohibited.

General Conduct

Members must not:

- Post or share material that is offensive, discriminatory, harassing, defamatory, obscene, threatening, or hateful.
- Criticise, ridicule, or disparage Archery Victoria, Archery Australia, affiliated clubs, officials, selectors, or members in any public forum.
- Share or comment on confidential or sensitive information, including internal decisions, disciplinary matters, or private communications.
- Use social media to bully, intimidate, or humiliate any individual or group.
- Post content that may damage the reputation of Archery Victoria, a member club, a member, or the sport of archery.

Personal Social Media Use

When using personal social media accounts, members must not:

- Imply or suggest that they are authorised to speak on behalf of Archery Victoria, or that their views represent those of the organisation.
- Use the Archery Victoria logo or branding without prior permission.
- Assume the identity or likeness of another person or Archery Victoria member.

-
- Use or disclose confidential information obtained through their role as a volunteer, board member, or club representative.

6. Online Relationships

6.1 Before becoming “friends,” “followers,” or otherwise, or connecting with Archery Victoria members, suppliers, or stakeholders on social media, individuals should carefully consider whether such relationships are appropriate. Online associations can create conflicts of interest, blur professional boundaries, or inadvertently lead to the disclosure of confidential information.

6.2 Particular care must be taken when engaging with children and young people online:

- Adults in positions of responsibility (including coaches, officials, and volunteers) must not initiate or accept personal online connections (such as “friend” or “follow” requests) from minors outside official Archery Victoria or club communication channels.
- All communication with minors should be conducted through approved organisational platforms and should always be transparent, appropriate, and related to archery activities.
- Direct private messaging between adults and minors should be avoided unless another adult (such as a parent, guardian, or team manager) is included.
- Inappropriate contact or communication with a child or young person will be treated as a serious breach of this policy and may result in disciplinary or legal action.

6.3 Archery Victoria is committed to maintaining a safe and respectful online environment for all members, and especially for the protection of children and young people participating in our sport.

7. Official Archery Victoria Accounts

7.1 Only authorised personnel may post on behalf of Archery Victoria. All official social media activity must reflect the organisation’s values, promote inclusivity, and provide accurate, positive, and relevant information.

7.2 All official Archery Victoria social media pages must use approved branding, logos, and imagery, and be monitored regularly by designated administrators to ensure compliance with this policy.

7.3 At the discretion of the Archery Victoria Board, a nominated member of Archery Victoria may be appointed as an Authorised Administrator of any official social media platform used by the organisation.

7.4 Before assuming this role, the Authorised Administrator will receive an induction conducted by Archery Victoria, outlining the responsibilities and expectations associated with the position.

7.5 The Authorised Administrator must adhere to the following rules when posting content:

- Only upload photos, videos, and information that directly relate to Archery Victoria’s activities and events.
- Ensure that no post contains foul, offensive, or inappropriate language or imagery.
- All content must reflect good judgment and common sense.
- Ensure that posts do not contravene any laws, including those relating to discrimination, harassment, or defamation.
- Maintain a positive tone in all posts and interactions.
- Ensure all content reflects the values and beliefs expressed in Archery Victoria’s Mission Statement.
- Obtain consent from individuals or parents/guardians before posting photos or videos of individuals, particularly children or young people.
- Obtain permission from third parties before posting material that is not owned by Archery Victoria (including images, articles, or quotes).

-
- Ensure that confidential information remains secure and is never posted or discussed publicly under any circumstances.

8. Breaches and Consequences

8.1 All members, clubs, officials, volunteers, are expected to comply with this Social Media Policy. Any breach of the policy may result in disciplinary action in accordance with Archery Victoria's rules, Codes of Conduct, and relevant legislation.

8.2 Breaches may include, but are not limited to:

- Posting offensive, discriminatory, harassing, defamatory, or inappropriate content.
- Disclosing confidential or sensitive information without authorisation.
- Using Archery Victoria branding or logos without permission.
- Misrepresenting personal views as official Archery Victoria positions.
- Engaging in inappropriate online interactions with children, young people, or other members.

8.3 Depending on the severity of the breach, consequences may include:

- Formal warning issued by the Archery Victoria Board or designated officer.
- Temporary or permanent suspension of membership, accreditations, or social media access.
- Removal of posts or content that breach this policy.
- Referral to relevant authorities or governing bodies if the breach involves illegal activity or serious misconduct.
- Other actions as deemed necessary to protect Archery Victoria, its members, and the sport of archery.

8.4 Archery Victoria treats all breaches seriously and reserves the right to take appropriate action to maintain a safe, respectful, and professional online environment.

9. Reporting

Concerns or breaches should be reported in writing using Archery Victoria Complaints Form to secretary@archeryvic.org.au or integrity@archeryvic.org.au. Reports will be treated confidentially and investigated in accordance with relevant policies.