

THE GLIDING FEDERATION OF AUSTRALIA INC

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Social Media Policy

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TABLE OF CONTENTS**TABLE OF CONTENTS**

1	Purpose	4
2	Scope	4
3	Policy Statement.....	4
4	Underlying Principles.....	4
5	Coverage	4
6	Definition.....	4
7	Guidelines.....	5
8	Policy Breaches.....	7
8.1	Reporting a breach	7
8.2	Investigation	8
8.3	Disciplinary process, consequences and appeals	8
8.4	Appeals	8
9	Related Policies.....	8
10	Terms and Abbreviations.....	8
11	Privacy legislation (at 2020)	9
12	Other References	9

1 Purpose

To outline the Gliding Australia's policy framework for members, officials, coaches, parents and visitors in relation to the use and communication through Social Media.

2 Scope

This Policy is one of a suite of Gliding Australia Member Protection Policies. This Policy applies to all members of the Gliding Federation of Australia, parents and guardians and affiliated organisations.

3 Policy Statement

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

This policy assists to establish a culture of openness, trust and integrity in all online activities related to the sport of gliding.

This policy contains guidelines for Gliding Australia members 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, it is recommended to seek out advice from those who have approved this policy.

4 Underlying Principles

This policy complements Gliding Australia's primary objectives:

- Freedom to Fly
- Safety
- Promote and Develop SOARING as a sport and Recreation
- Develop a Culture of Performance Excellence
- Services

The Governance and Integrity Committee is responsible for all matters related to this policy.

5 Coverage

This policy applies to all persons who are involved with Gliding Australia activities, inclusive of the National body, Regional Associations, clubs and members, whether they are in a paid or unpaid/voluntary capacity and including:

- members, including life members of persons appointed or elected to boards, committees and sub-committees;
- Gliding Australia employees;
- members of the Gliding Australia Executive and Board;
- support personnel, including managers, officials, coaches, instructors and others;
- member associations
- all affiliated clubs
- spectators and family members

6 Definition

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.

This policy is applicable when using social media as:

1. an officially designated individual representing the sport of gliding on social media; and
2. if posting content on social media in relation to Gliding Australia that might affect the business, products, services, events, sponsors, members or reputation of Gliding Australia.

Using social media in an official capacity

Before engaging in social media as an official representative of Gliding Australia, that person must become an authorised representative. To become authorised to represent Gliding Australia in an official capacity, it is preferable to have undertaken the following training: <https://esafety.gov.au/esafety-information/games-apps-and-social-networking>.

As part of Gliding Australia's brand, the boundaries between individual representation and official representation of the sport of gliding can often be blurred. In light of this, it is important that individual representation and official representation of Gliding Australia, regional associations and clubs is maintained appropriately online at all times.

7 Guidelines

Adherence to the following guidelines when using social media related to Gliding Australia, regional associations and clubs or its competitions, teams, participants, services, events, sponsors, members or reputation is required:

Use Common Sense

Seek advice from others if you are unsure of the appropriateness of the content prior to sharing online. When using social media, the lines between public and private, personal and professional, may be blurred.

Protecting 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, refrain from posting any content online that that maybe publicly or have the potential to become publicly available.

Where possible, privacy settings on social media platforms should be set to limit access. Caution should be taken about disclosing personal details.

Honesty

Honesty, or dishonesty, may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If unsure, check the source and the facts before uploading or posting anything. Gliding Australia recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Be clear about identifies or any affiliations.

If discussing an area where there may be a vested interest, disclosure is required. Endorsements or recommendations and affiliations must be disclosed.

The web is not anonymous, and the assumption should be made that all information posted online can be traced back to the source. Accountability for actions both on and offline, including the information posted via personal social media accounts is paramount.

Use of Disclaimers

Wherever practical, include a prominent disclaimer stating your affiliation (e.g. member of Gliding Australia) and that anything published is a personal opinion and not the official position. This is good practice and is encouraged, but not necessarily legally binding.

Reasonable Use

Gliding Australia employees must ensure that personal use of social media does not interfere with work commitments or productivity.

Respect Confidentiality and Sensitivity

When using social media, maintaining the privacy of Gliding Australia's confidential information is imperative. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Gliding Australia.

Within the scope of provided authorisation by Gliding Australia, it is perfectly acceptable to talk about gliding and have a dialogue with the community, but it is not acceptable to publish confidential information of Gliding Australia. Confidential information includes things such as details about litigation, unreleased product information and unpublished details which are relevant to Gliding Australia.

When using social media consideration should be given to others and not post information when a specific request has been made and/or where consent has not been sought and given. Removal of information about another person if requested, must be done immediately.

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***.

Gaining permission when publishing a person's identifiable image

Express permission must be obtained from an individual to use a direct, clearly identifiable image of that person. Refrain from posting any information or photos of a sensitive nature. This could include, but not limited to, accidents, incidents or controversial behaviour. In every instance, consent of the owner of copyright in the image is required.

Gaining permission when using web or social media content from others

Express permission must be obtained from an individual or organisation to use their content, and then ensure that credit and/or reference is attributed to them. Never use content of others and give the impression it is your own or that of your group.

Complying with applicable laws

Posting or linking to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content is not tolerated and may incur legal action.

Abiding by copyright laws

It is critical that compliance is adhered to regarding the laws governing copyright in relation to material owned by others and Gliding Australia's own copyrights and brands.

Never quote or use more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

Discrimination, sexual harassment and bullying

The public in general, and Gliding Australia's employees and members, reflect a diverse set of customs, values and points of view. It is unacceptable to post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. When using social media all members are bound by Gliding Australia's policies in relation to Anti-Discrimination, Harassment and Bullying, and codes of conduct.

Avoiding controversial issues

Misrepresentations made about Gliding Australia in the media, should be referred to the Gliding Australia President.

Dealing with mistakes

If an error while posting on social media is made, advise the relevant Gliding Australia authority to address it promptly and appropriately and if necessary, seek legal advice.

Conscientious behaviour and awareness of the consequences

Failure to abide by these guidelines could put your association, club and members and at risk. Always follow the terms and conditions for any third-party sites.

Branding and intellectual property of Gliding Australia

Any use of Gliding Australia's intellectual property or imagery on personal social media without prior approval from Gliding Australia is not acceptable.

Gliding Australia's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on Gliding Australia's official social media sites or website.

Creation of either an official or unofficial Gliding Australia presence using the organisation's trademarks or name without prior approval from Gliding Australia is not tolerated.

Unless authorised, individuals, clubs and regions must not imply that they are authorised to speak on behalf of Gliding Australia unless official authorisation has been provided.

Where permission has been granted to create or administer an official social media presence for Gliding Australia, adherence to the Gliding Australia Branding Guidelines is to be followed.

8 Policy Breaches

Breaches of this policy include but are not limited to:

- Using Gliding Australia's name 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 in breach of Gliding Australia's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing Gliding Australia, 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.

8.1 Reporting a breach

If inappropriate or unlawful content online relating to Gliding Australia or any of its members is discovered, or content that may otherwise have been published in breach of this policy, report the circumstances immediately the Executive Officer – eo@glidingaustralia.org

Further information about reporting breaches:

- For a complaint about the misuse of social media relating to an event or competition that occurs either prior to, during, or after the event or competition; refer to Sporting Code of

- Conduct and the Complaints and Grievance Policy.
- For a complaint about the misuse of social media that is general in nature and/or ongoing and does not apply to a particular event or competition; refer to the Gliding Australia Member Protection Policy and/or Complaints and Grievance Procedure.

8.2 Investigation

Alleged breaches of this social media policy may be investigated according to Gliding Australia's Member Protection Policy and/or Complaints and Grievance Procedure.

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

8.3 Disciplinary process, consequences and appeals

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Gliding Australia's Member Protection Policy and/or Complaints and Grievance Procedure.

Gliding Australia Employees who breach this policy may face disciplinary action up to and including termination of employment in accordance with Gliding Australia's policies.

8.4 Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under Gliding Australia's Complaints and Grievance Procedure.

9 Related Policies

- Codes of Conduct
- Anti-Discrimination, Harassment and Bullying Policy
- Member Protection Policy
- Child Protection Policy
- Complaints and Grievance Procedure

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

- Defamation
- Intellectual property laws, including copyright and trademark 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

10 Terms and Abbreviations

Affiliated club	means any group of Members of the GFA or other organisation, formed for the purpose of conducting gliding operations or activities associated therewith and accepted as a club by the region to which the club is affiliated.
Complaint	means a complaint made under this Policy or an allegation of breach of this Policy.
Harassment	is any type of unwelcome behaviour which has the effect of offending, humiliating or intimidating the person harassed. Unlawful harassment can be based on any of the personal characteristics covered by anti-discrimination law, such as a person's race, sex, pregnancy, marital status or sexual orientation (see the list under

	“Discrimination”).
Member	means a natural person or organisation (such as clubs, state associations, other affiliated associations and the national body) that holds any form of membership with the GFA.
Member protection	is a term used by the Australian sport industry to describe the practices and procedures that protect members – both individual members such as players, instructors, coaches and officials, and the member organisations.

11 Privacy legislation (at 2020)

- The Privacy Act 1988 (Privacy Act)
- The Privacy and Data Protection Act 2014 (Vic)
- The Privacy and Personal Information Protection Act 1998 (PPIP Act) r
- The Queensland Information Privacy Act 2009
- Freedom of Information Act 1992 (WA)
- Government of South Australia – Privacy Law in South Australia
- Criminal Codes and Acts in all States

12 Other References

- [Play by the Rules / Social Media Policy](#)
- [Office of the Australian Government Information Commissioner](#)
- GFA Complaints procedure
- GFA Mediation
- GFA Investigation procedure
- GFA Record of informal complaint
- GFA Record of formal complaint