



## **Knox Little Athletics Centre**

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### **Policy Document**

# **Knox LAC Social Media Policy**

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Document Approval:

Knox LAC Executive

Document Owner:

Knox LAC President.

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## 1. PURPOSE

With the growth and application of social media there are increased opportunities to communicate with communities and users with shared interests and is an important medium for engagement and communication.

The purpose of this document is to define a clear set of guidelines and requirements for athletes, families, officials and those associated with the Knox Little Athletics Centre (Knox LAC) and who elect to use social media tools in relation to and on behalf of Knox LAC reflect Knox LACs expectations and interests in their social media activities.

While all individuals are welcome and encouraged to participate in Social Media the guidelines and requirements are intended to outline how such users should act and represent Knox LAC in the online social media space and guide their participation in this area to ensure that Knox LAC users conduct a respectful and knowledgeable interaction with people on the Internet, the aims and ideals of Knox LAC are observed and not negatively compromised and that users protect the privacy, confidentiality, and interests of Knox LAC, its athletes, families, officials and sponsors and the Little Athletics fraternity in general.

The implementation of this policy will provide improved governance of the use of social media relating to Knox LAC, utilize social media to complement other forms of communications internally and externally to Knox LAC thus promoting Knox LAC and Little Athletics in general within the general community.

## 2. SCOPE

The scope of this policy covers all athletes, families and officials who are members or associated with Knox LAC and applies to all forms of social media including technology, tools, and platforms as outlined in Sect. 5

## 3. GOVERNANCE

The Knox LAC Executive will provide overall governance for this policy. Governance activities include:

- Approval and release of this document and subsequent versions
- Ensure a co-ordinated and documented approach to all aspects of this policy including ownership, accountability and responsibility of all components of the policy
- Provide the final decision in any complaint/dispute either with the policy or as a result of the application of the policy including whether or not a complaint/dispute is escalated beyond the Knox LAC.
- Provide a focal point for policy discussions and communications.

## 4. STAKEHOLDERS

Stakeholders Name	Stakeholders Title/Position
Russell Speight	President, Knox Little Athletics Centre
Stephen Egan	Secretary, Knox LAC
Phil Matthews	Multimedia Co-ordinator, Knox LAC

## 5. DEFINITION OF SOCIAL MEDIA

“Social media” has been defined by Wikipedia as “a group of Internet-based applications that allow the creation and exchange of user-generated content” and includes the various online technology tools (including websites and networks) that enable people to communicate easily via the internet to share information and resources.

Social Media can include text, audio, video, images, podcasts, and other multimedia communications.

Examples of Social Media include:

- Social networks ( Facebook, LinkedIn, Xing,)
- Blogs ( Twitter, Blogger, MySpace, Tumblr, Yammer)
- Wikis ( Wikipedia, Wikitravel, Wikimedia)
- Multimedia/video ( YouTube, Slideshare, Reddit, Skype)
- Forums and discussion groups ( Whirlpool, Yahoo! Groups)
- Instant Messaging (Windows Live Messenger, AIM, iChat, Google Talk)
- Photo Social Networks ( Flickr, Picasa Web Albums, Color)
- Bookmarking ( Technorati, Digg, del.icio.us)
- Location based social networking (Foursquare, Gowalla, Google Latitude)
- Q&A based social networking (Formspring, Aardvark, Quora)
- Any other website that allows users and groups to use simple publishing tools.

## 6. GUIDELINES AND REQUIREMENTS

### 6.1 CENTRE AND CLUB ACCOUNTS

- 6.1.1. Any and all Social Media accounts that are to be established on behalf of Knox LAC and must be approved by Knox LAC Executive. A risk assessment is to be completed by Knox LAC Public Relations to ensure the proposed account does not expose Knox LAC unfavourably and complies with relevant Government and Little Athletics Association guidelines and legislation. All such approved accounts will be registered with Knox LAC. Only accounts set up via this method will be authorised and endorsed by the Knox Executive to represent the views and policies of Knox LAC.
- 6.1.2. Any and all Social Media accounts that are to be established by clubs associated with Knox LAC must also be approved by Knox LAC. A risk assessment is to be completed by the relevant Club Executive to ensure the proposed account does not expose the club or Knox LAC unfavourably and complies with relevant Gov't and Little Athletics Association guidelines and legislation. All such approved accounts will be registered with Knox LAC. Only accounts set up via this method will be authorised and endorsed by the relevant club Committee to represent the views and policies of the club.

6.1.3. The Knox LAC Code of Conduct is to be followed and observed for all forms of communication when utilising any club or Centre Social Media accounts when publishing details about or discussing Knox LAC and its affiliated clubs in any way or format.

Prohibited activity and conduct includes:

- Use of vulgar or abusive language, personal attacks of any kind, racial or religious vilification or offensive terminology targeting individuals or groups
- Representing yourself in relation to Knox LAC, its affiliated clubs or Little Athletics in general in a false, malicious or misleading way.
- Posting views, statements, audio, video or information which are or can be taken as misrepresenting Knox LAC and its affiliated clubs and potentially bringing it/them into disrepute.
- Posting views, statements, audio, video or information that violates the Centre and clubs privacy rights including documents, minutes and conversations that are confidential.
- Commenting on the operation of Knox LAC including legal or financial issues or issues relating to competition ( team selection, results, coaching, etc) in which the user has no direct knowledge or has not obtained permission from the club(s) or Centre to discuss or publish.
- Use of Social Media that contravenes Government laws and legislation or the guidelines of Little Athletics Associations ( Regional, State and National)

## 6.1 PERSONAL ACCOUNTS

**There is no intent of the policy to control or regulate the activities of personal accounts when not used in relation to Knox LAC.**

This policy is applied if personal account users or groups choose to publish, comment or make reference to Knox LAC, its affiliated clubs, families, athletes and those associated with Knox LAC.

There are a range of general behaviours that should be observed when utilising social media in relation to Knox LAC – these include

- Use good and appropriate judgement about what and how you share information.
- Take responsibility for your own actions, comments and postings
- Treat all other users with respect – treat them the same way you wish to be treated
- On-line communications travel fast, remain forever and are not “private”. Think before you send/post.
- Ensure your postings are identified as your own views or comments and are not interpreted as the views and policies of Knox LAC and its clubs

The Knox LAC Code of Conduct is to be followed and observed if personal account users or groups choose to publish, comment or make reference to Knox LAC, its affiliated clubs, families, athletes and those associated with Knox LAC.

Prohibited activity and conduct includes:

- Use of vulgar or abusive language, personal attacks of any kind, racial or religious vilification or offensive terminology targeting individuals or groups
- Representing yourself in relation to Knox LAC, its affiliated clubs or Little Athletics in general in a false, malicious or misleading way.
- Posting views, statements, audio, video or information which are or can be taken as misrepresenting Knox LAC and its affiliated clubs and potentially bringing it/them into disrepute.
- Posting views, statements, audio, video or information that violates the Centre and clubs privacy rights including documents, minutes and conversations that are confidential.
- Commenting on the operation of Knox LAC including legal or financial issues or issues relating to competition ( team selection, results, coaching, etc) in which the user has no direct knowledge or has not obtained permission from the club(s) or Centre to discuss or publish.

## **7. MISUSE OF THE SOCIAL MEDIA POLICY**

Any breaches of the guidelines as noted in Sect 6 will be addressed in accordance with the Knox LAC Code of Conduct & Complaint and Dispute Resolution Document (C&DR document) - Issue4, June 2011). Breaches can be reported verbally or formally ( as per Sect. 7 of the C&DR document ) . If reported formally they are to be reported to the Knox LAC Executive using the Incident Report Form (available on the Knox LAC website at [www.klac23.org.au](http://www.klac23.org.au) or your Club Team Manager, or Centre Secretary).

Breaches of the guidelines include use of false identities or accounts, lack of honesty, and deliberately posting false, incorrect and malicious information.

Any breaches of the guidelines as noted in Sect 6 of this document may result in disciplinary action against the offending party/parties or groups in accordance with the Complaint and Dispute Resolution process.

## **8. CONTACT DETAILS**

Any questions, concerns or issues regarding this policy can be directed to:

The Knox LAC Executive  
P.O. Box 4444  
Knox City Centre,  
Wantirna South 3152

Note: Knox LAC acknowledges the use of generic terminology, phrasing and sentences in relation to describing Social Media.

