



**Knox Little Athletics Centre
Policy Document**

Knox LAC Social Media Acceptable Use Policy

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Knox Little Athletics Centre

Social Media Acceptable Use Policy

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Social Media Acceptable Use Policy

1. PURPOSE

Social media provides an excellent opportunity for people to gather in online communities of shared interest and create, share or utilise the content. The interest and participation in social media is growing very quickly and Knox Little Athletics Centre sees social media as an important tool of engagement with members, sponsors and the community.

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. 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.

The purpose of this policy is:

- To ensure Knox LAC athletes, parents/carers and the Knox Little Athletics Centre have control over the images and recorded data posted to social media of children/young people, families, officials and all associated with Knox LAC.
- Align the use of social media at Knox LAC with policies issued by Little Athletics Victoria
- To establish a culture of openness, trust and integrity in all online activities.
- To deter unsuitable people/persons from misusing social media to obtain images or recorded data of Knox LAC athletes, parents and helpers/officials.
- To prevent unsuitable images or recorded data of Knox LAC athletes and parents, helpers/officials or inappropriate representation of the sport from being posted to social media.
- To protect the identity of Knox LAC athletes and helpers/officials who may be made (to feel) vulnerable or compromised through the publication to social media of their photos or personal details.
- To ensure all Knox LAC athletes, parents/carers, helpers, officials (including Knox LAC Executive and Centre & Club Committees) and coaches are aware of these guidelines and accept and agree to abide by the guidelines.
- To ensure athletes and families from other Centres who are attending athletic competitions organised by Knox LAC are aware of these guidelines and accept and agree to abide by the guidelines.

2. SCOPE

The scope of this policy covers all forms of social media (including, but not limited to, Facebook, Twitter, Instagram and YouTube) that can be used to post images and comments of Knox LAC and Club athletes, children/young people parents/helpers and Knox LAC coaches & officials involved in sporting activities associated with the Knox Little Athletic Centre and its affiliated clubs.

This policy is to read in conjunction with the Knox LAC Photography Policy and has been developed utilising guides and information published by Play by the Rules <https://www.playbytherules.net.au/>

Social media in this policy means and 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)



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- 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.

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 Knox LAC or its business, 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 Knox LAC may still be regulated by other policies, rules or regulations of Little Athletics Victoria.

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 process discussions and communications.

4. COVERAGE

This policy applies to all persons who are involved with the activities of Knox Little Athletics Centre whether they are in a paid or unpaid/voluntary capacity and including:

- All members, including life members of Knox LAC;
- All affiliated clubs and their members including club committees;
- Persons appointed or elected to any Knox LAC committees and sub-committees;
- Members of the Knox LAC Executive;
- Support personnel, including managers, sport trainers and others;
- Coaches and assistant coaches;
- Any athlete that attends a Knox LAC event whether Knox member or not;
- All officials;
- All spectators and family members.



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5. ACCEPTABLE USE OF SOCIAL MEDIA

Knox Little Athletics Centre (Knox LAC) invites members and its affiliated clubs to utilise social media to promote Knox LAC Little Athletics Centre and events, and we want to hear feedback and ideas from our centre members and athletes, about Little Athletics generally, our athletes, coaches, championships, events and our achievements.

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

At the same time, you should show courtesy and respect to others and must not use our social media channels to abuse others, expose others to offensive or inappropriate content, or for any illegal purpose.

When using Knox LAC or your Clubs social media channels, please ensure that you:

- Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers);
- Keep your posts relevant to Knox LAC and its affiliated clubs and little athletics;
- Represent your own views and not impersonate or falsely represent any other person;
- Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. Knox LAC recommends erring on the side of caution – if in doubt, do not post or upload;
- Comply with the laws governing copyright in relation to material owned by others;
- Ensure posts are not abusive and do not harass or threaten others;
- Do not make defamatory or libelous comments;
- Do not use insulting, provocative or hateful language;
- Do not use obscene or offensive language;
- Do not post material that infringes the intellectual property rights of others;
- Do not post multiple versions of the same view or make excessive postings on a particular issue;
- Do not promote commercial interests in your posts;
- Do not include harmful or offensive internet addresses or links to websites, or any email addresses in your posts.

6. PHOTOGRAPHS AND VIDEO

Photographs and video taken by Knox LAC of a child or yourself in attendance at a Little Athletics Event/Function, may be utilised for any legal/appropriate purpose whatsoever, including (but not by way of limitation) illustration, promotion, advertising, trade, etc. Such photographs may be published in any medium and may be labelled with the name of the person/s in the photograph and the event at which the photograph was taken.

When using photos on social media channels, please ensure that you:

- Avoid naming the child. If this is not possible avoid using both a first name and surname.
- Avoid displaying personal information such as residential address, email address or telephone numbers if images are being posted on websites or distributed in publications.



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- Do not display information about hobbies, likes/dislikes, school, etc. as this information has the potential to be used as grooming tools by paedophiles or other persons.
- Only use appropriate images of the child, relevant to the sport or activity, and ensure that the athlete/child is suitably clothed. Images of athletes participating in sports or activities that involve minimal clothing or unusual body positions/poses could potentially be misused. The age of the child is another factor to consider when deciding if the image is appropriate.
- Reduce the ability for direct copying of pictures from a website to another source (i.e. disable the 'right mouse click' function).

7. DEALING WITH MISTAKES

If Knox LAC or its members makes an error while posting on social media, Knox LAC or its members will be up front about the mistake and address it quickly. Where Knox LAC chooses to modify an earlier post, it will be made clear that Knox LAC has done so. If someone accuses Knox LAC or its members of posting something improper (such as their copyrighted material or a defamatory comment about them), it will be addressed promptly and appropriately.

8. POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using Knox LAC 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 the playing of the game would result in a breach of the rules of the game.
- Posting or sharing any content in breach of 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 Knox LAC, the sport of Athletics, 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.

9. REPORTING BREACHES OF POLICY

If you notice inappropriate or unlawful content online relating to Knox LAC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

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 person; you should contact the Knox LAC Executive Committee or use the Informal Compliant Process from the Knox LAC Complaints Policy.

For a complaint about the misuse of social media relating to a person or competition that occurs either prior to, during, or after competition; the use of the Knox LAC compliant process is to be followed.

10. INVESTIGATION

Alleged breaches of this social media policy may be investigated according to Knox LAC Code of Conduct and Knox LAC Complaints Policy.



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11. DISCIPLINARY ACTION

Participants may face disciplinary action for sending inappropriate electronic communication or posting online content or comments that harass, offend, intimidate or humiliate another member of Knox LAC club or any participant.

Under certain circumstances, cyber bullying (e.g. bullying that is carried out through an internet service such as email, a chat room, discussion group, instant messaging or website) is a criminal offence that can be reported to the police.

In addition, participants who publish false or misleading comments about another person in the public domain (e.g., Facebook, YouTube, Instagram or Twitter) may be liable for defamation

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

12. RIGHT TO REMOVE AND BLOCK OFFENDERS

Knox LAC has the right to enforce this Acceptable Use Policy at its discretion. Knox LAC Executive Committee may remove any posted messages that it considers to be in breach of this policy and will block repeat offenders.

13. PUBLIC INFORMATION ON THIS POLICY

The details of the existence of this policy and its application during Knox LAC events is to be, where possible, published in all relevant events programs. The existence of this policy should also be noted in the annual Knox LAC Handbook, made available on the Knox LAC website and whenever athletic-based photos associated with Knox LAC are published on social media.

This policy is owned and authorised by The Knox LAC Executive and is not to be copied wholly or in part without permission. Permission is to be sought and obtained from Knox LAC Executive by other LA Centres or organisations who wish to use all or part of this policy document as the basis for their own policy.

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

14. DOCUMENT CONTROL

Issue No	Issue Date	Nature of Amendment
1	August 2020	Initial document