



SOCIAL MEDIA POLICY

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Revision History:

Revision Date	Version	Comments
April 2013	1	Version 1 – new policy
April 2014	2	Policy reviewed with no changes
December 2015	3	Conversion of existing policy into new policy format and annual update to align to other state sporting organisations by-laws or consistency.
February 2017	3.1	Policy reviewed with no changes

Name

1. This Regulation shall be referred to as the **Social Media Policy**.

Source

2. This Regulation is made pursuant to rule 32 of the Constitution of Table Tennis South Australia Incorporated (TTSA).

Intent

3. Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member based organisation, TTSA recognises the benefits of social media as an opportunity to engage with the Table Tennis community.
4. However, the public reputation of Table Tennis South Australia is valuable and so are the public reputations of members, sponsors and stakeholders. Thus, Table Tennis South Australia seeks to prevent any communication on social media that is defamatory, obscene, proprietary, and/or misrepresentative of Table Tennis South Australia or posted for commercial purposes.

Scope

5. This policy is implemented to:
 - promote and encourage appropriate use of social media by members of Table Tennis South Australia; and
 - govern the terms of use by members of any Table Tennis South Australia controlled social media.
6. The policy applies to anything posted online where information is shared that might affect members, colleagues, sponsors or TTSA as an organisation and the reputation of the sport in general.
7. This policy describe the principles to follow when using social media however does not apply to the personal use of social media platforms by TTSA members or staff that makes no reference to the sport of Table Tennis.

Social Media

8. Social media is a broad and ambulatory concept. It generally refers to interactive electronic forums or online media where persons are communicating, posting, participating, sharing, networking, or bookmarking.
9. For the purposes of this By-Law, social media extends to:
 - electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone;
 - Facebook, YouTube, Twitter, MySpace, LinkedIn, Wikipedia, Flickr, Instagram, and related domains;
 - blogs, social networking sites, instant messaging, social bookmarking, media sharing, and collaborative editing websites;
 - any other forum which might reasonably be classified as social media as that term is generally understood; and
 - any other electronic or computer-related forum for public comment.

Responsibility for comment

10. If a member makes public comment, whether using social media or some other forum, the member is solely responsible for that comment.
11. Members who communicate their opinions and or post materials on social media do so at their own risk.

Prohibitions

12. When using social media, a member must not:
 - abuse others or expose others to content that is offensive, inappropriate, or for an illegal purpose;
 - impersonate or falsely represent any other person, including Table Tennis South Australia or another member;
 - abuse, harass, or threaten any other person, including Table Tennis South Australia or another member;
 - make defamatory or libelous comments;

- use obscene, offensive, insulting, provocative, or hateful language;
- post material that infringes the intellectual property rights of others;
- intrude upon the privacy of other members of Table Tennis South Australia without the consent of such members
- interfere with the conduct of any event run by Table Tennis South Australia or with the role and responsibilities of Table Tennis South Australia as the peak body for the sport of table tennis in South Australia;
- violate security measures instituted at any facility of Table Tennis South Australia; or
- comment in any way that may be reasonably construed as harming the reputation of Table Tennis South Australia, including its members, sponsors and stakeholders.

13. In addition to regulation 10, when using Table Tennis South Australia’s social media platforms, a member must not:

- make excessive postings on a particular issue or post multiple versions of the same opinion or information;
- promote commercial interests; or
- without prior authority, post internet addresses, links to websites, email addresses, or other personal information.

Report of breach

14. Table Tennis South Australia monitors online activity as it relates to the sport of table tennis in South Australia. However, Table Tennis South Australia encourages members to report detected breaches or suspected breaches of this policy, particularly any use of social media which is likely to harm the reputation of Table Tennis South Australia or the sport in the state of South Australia.

Breach of Policy

15. In circumstances of a breach or suspected breach of this Policy, Table Tennis South Australia may:

- make a necessary public comment, such as a correction, clarification, contradiction, or apology;
- issue a formal warning;

- report any breach of any law to any local authority or wronged party;
- take disciplinary action under the governing Constitution or any policy, regulation or by-law made thereunder; or
- exercise any available right at law.

16. Table Tennis South Australia expressly reserves the right to take any action, including dealing directly with social media providers, to remove any posted material that it considers to be in breach of this Policy.

Posted content

17. For content that is covered by intellectual property rights, each person (including a member) agrees to give Table Tennis South Australia a free license to use any intellectual property content that is uploaded by that person (including a member) on any Table Tennis South Australia controlled or operated social media platform. Table Tennis South Australia may use such intellectual property content for, but not limited to, the purpose of promoting the sport of table tennis.

Privacy

18. Table Tennis South Australia may record any information posted to social media platforms operated by Table Tennis South Australia and may use that information for the purpose of administering such social media platforms or any other purpose consistent with the objectives of Table Tennis South Australia.

Awareness

19. TTSA will publish a copy of this policy on its website and promote the policy through its affiliate's networks.