



GIPPSLAND SPORTS ACADEMY

SOCIAL MEDIA POLICY

1. INTRODUCTION

Interactive services, which include social media like Facebook, Instagram, Snapchat, Twitter and Youtube, are part of the Gippsland Sports Academy's future. It is an increasing part of the work and private lives of Gippsland Sports Academy employees, contracted service providers and scholarship holders (athletes).

The Gippsland Sports Academy encourages use of social media to engage existing and new audiences and to seek and share user-generated content. Use of social media by employees, contracted service providers and athletes is not limited to the workplace and occurs for professional and personal purposes both in and out of work and training hours.

2. POLICY STATEMENT

Personal and professional use of social media by Gippsland Sports Academy (GSA) employees, contracted service providers and scholarship holders (athletes) must not bring the Gippsland Sports Academy into disrepute, compromise effectiveness at work or disclose confidential information without the authorisation of Gippsland Sports Academy.

3. PURPOSE OF THE POLICY

This policy governs the publication of and commentary on social media by employees, contracted service providers and athletes and parents/guardians of the GSA. For the purposes of this policy, social media means any facility for online publication and commentary, including without limitation, blog's, wiki's, social networking sites such as Facebook, Instagram, Snapchat LinkedIn, Twitter, Flickr, and Youtube. This policy is in addition to, and complements existing employee and athlete codes of conduct.

4. UNDERSTANDING

Social media offers the opportunity for people to gather in online communities of shared interest to create, share or consume content. Globally the interest and participation in social media is growing at phenomenal rates and extends to corporations who are now recognising the benefits.

The GSA understands that social media can be a valid marketing tool and encourages employees, contracted service providers and athletes alike to use social media as part of their daily environment. In doing so, this social media policy will assist to guide and protect you, the GSA, our sponsors and industry associations.

GSA employees, contracted service providers and athletes are free to publish or comment via social media in accordance with this policy. GSA employees, contracted service providers and athletes who choose to identify themselves as employees, contracted service providers and athlete of the GSA MUST include the following statement in their profile:

“All views expressed here are my own and not those of the GSA.”

Publication and commentary on social media carries similar obligations to any other kind of publication or commentary.

5. REMEMBER THE THREE R’S

- Be clear about who you are **representing** at all times, including in the evenings and on weekends;
- Take **responsibility** for ensuring that any references to the GSA are factually correct and accurate and do not breach confidentiality requirements;
- Show **respect** at all times for the individuals and community with which you interact.

5.1 Representation

You must ensure you do not imply that you are authorised to speak on behalf of the GSA unless your role is management of the organisation’s social media accounts. You may only disclose GSA-related information that is publicly available. You must NOT comment on or disclose confidential GSA information (such as financial information, marketing and business plans, athlete services information, etc). If you require clarification about what GSA information is in the public domain, you should refer material to the GSA EO. Be mindful of the importance of not damaging the reputation of the GSA, commercial interests and/or bringing the GSA into disrepute.

5.2 Responsibility

Ensure you are not the first to make any GSA announcements, unless you have clearance from the EO. You may only offer advice, support or comment on topics that fall within your area of responsibility at the GSA. Ensure you do NOT post material that is a political comment, obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity, including the GSA, its employees, its contractors, its partners and sponsors including the State and Federal Governments, its competitors and/or other business related individuals or organisations.

5.3 Respect

You must be polite and respectful of others’ opinions, even in times of heated discussion and debate; NEVER lose your temper and NEVER start a fight. You must conform to the cultural and behavioural norms of the social media platform being used and respect copyright, privacy, financial disclosure and other applicable laws when publishing on social media platforms.

6. CONSEQUENCES FOR BREACH OF POLICY

As is the case with all of the GSA company policies, if you do not comply with this Social Media Policy you may face disciplinary action under the employee or athlete codes of conduct. This disciplinary action may involve a verbal or written warning, or in serious cases, termination of your employment, scholarship or engagement with the GSA. The GSA may recover from you any costs incurred as a result of a breach of this Social Media Policy. Where inappropriate use under this policy constitutes a

breach of the law, action may also be taken in accordance with that law by the GSA or concerned third parties. You may also be personally liable if this is to occur.

7. PROTECT YOUR PRIVACY

Privacy settings on social media platforms should be set to allow anyone to see profile information similar to what would be on the GSA website. Other privacy settings that might allow others to post information or see information that is personal should be set to limit access. Be mindful of posting information that you don't want the public, your employer OR YOUR GRANDMA to see.

GSA athletes should be fully aware of how easily postings and photos can be taken out of context and end up front page news, leading to loss of reputation, sponsorship or income.

8. BE THE FIRST TO RESPOND TO YOUR OWN MISTAKES

If you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper, deal with it quickly and in consultation with a GSA staff member.

9. TIPS:

- The best way to be interesting, stay out of trouble, and have fun is to write about what you know. There is a good chance of being embarrassed by a real expert, or of being boring if you write about topics you are not knowledgeable about.
- Quality matters. Use a spell-checker. If you're not design-oriented, ask someone who is whether your blog or Facebook page looks decent and take their advice on how to improve it.
- The speed of being able to publish your thoughts is both a great feature and a great downfall of social media. The time to edit or reflect must be self-imposed. When in doubt, DON'T POST.
- Be a scout for compliments and criticism. You don't have to respond but instead, forward it to the GSA.
- Give credit where credit is due by referencing a post
- Be aware your personal and professional lives will mix in social media.
- Keep records of your online activity
- Google remembers EVERYTHING!
- Have fun, but use common sense.