



TASMANIAN PISTOL ASSOCIATION INC.

SOCIAL MEDIA POLICY

Date introduced: 16 Aug 2020

Next scheduled review date: Aug 2021

Policy Overview and Purpose

Social media is changing the way we communicate.

This policy has been developed to inform our community about using social media so people feel able to participate, while being mindful of their responsibilities and obligations. 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 Tasmanian Pistol Association Inc.

This policy contains Tasmanian Pistol Association guidelines for the Pistol Australia and Tasmanian Pistol Association Inc. community to engage in responsible 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, we suggest you use common sense or seek out advice from those who have approved this policy.

Underlying Principles

This policy complements Tasmanian Pistol Association Inc. core values:

The central objective of Tasmanian Pistol Association Inc. (TPA) is to develop and promote the sport of pistol shooting in TASMANIAN for the enjoyment and participation of its affiliated members in a safe and supportive environment.



Tasmanian Pistol Association is committed to providing an inclusive sport and work environment free of harassment, abuse and discrimination. TPA will ensure the core values, good reputation and positive behaviours and attitudes of TPA and its members

are maintained. Anyone who is employed by TPA, and everyone with whom it deals, has the right to be treated with respect and dignity.

TPA is committed to ensuring the safety and wellbeing of all children and young people involved in our sport.

This policy sets out codes of behaviour which will assist TPA achieve the above objectives and are codes which everyone associated with the organisation is expected to abide.

The Tasmanian Pistol Association Executive Committee is responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of Tasmanian Pistol Association as the State Body for the sport, whether they are in a paid or unpaid/voluntary capacity, and including:

- Affiliated members, including life members of Tasmanian Pistol Association, persons appointed or elected to boards, committees and sub-committees
- Employees of Tasmanian Pistol Association
- Members of the Tasmanian Pistol Association Committee
- Support personnel, including Managers, Physiotherapists, Psychologists, Masseurs, Sport Trainers and others
- Coaches, Assistant Coaches and Club Instructors
- Athletes
- Referees, Umpires and other officials
- Safety Officers
- Member associations
- Tasmanian Pistol Association Member Clubs
- Individual Members capitated to Pistol Australia
- Spectators and
- Family members



Scope

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, Facebook Live, 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, MMS, Skype, Snapchat, Messenger, WhatsApp, Viber, Team App etc.)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc.)
- Digital Meeting Platforms (e.g. Zoom, GoToMeeting, Microsoft Teams, Facetime, Google Meet etc.)
- Online voting or polls
- Public and private online forums and discussion boards
- Emails
- 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 Tasmanian Pistol Association on social media; and
2. If you are posting content on social media in relation to Tasmanian Pistol Association which might affect Tasmanian Pistol Associations business, products, services, events, sponsors, Member Clubs, affiliated members or reputation.

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 Tasmanian Pistol Association Inc. 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 Tasmanian Pistol Association may still be regulated by other policies, rules or regulations of Pistol Australia and Shooting Australia

Using Social Media in an Official Capacity

You must be authorised by the Tasmanian Pistol Association Executive before engaging in social media as a representative of Tasmanian Pistol Association.

To become authorised to represent Tasmanian Pistol Association in an official capacity, you must have written permission from the TPA Executive to do so.

As a part of Tasmanian Pistol Association's community, you are an extension of the Tasmanian Pistol Association brand.

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

Guidelines

You must adhere to the following guidelines when using social media related to Tasmanian Pistol Association Inc. or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.



Use Common Sense

Whenever you are unsure as to whether the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side. When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for Tasmanian Pistol Association Inc.

Protecting your Privacy

Be smart about protecting yourself and your 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, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

Honesty

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. Tasmanian Pistol Association Inc. 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. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.



The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

Use of Disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of Tasmanian Pistol Association Inc.) and that anything you publish is your opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble —it may not have legal effect.

Reasonable Use

If you are an employee of Tasmanian Pistol Association Inc. you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

Respect Confidentiality and Sensitivity

When using social media, you must maintain the privacy of Tasmanian Pistol Association confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of Tasmanian Pistol Association.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by Tasmanian Pistol Association Inc. it is perfectly acceptable to talk about Tasmanian Pistol Association and have a dialogue with the community, but it is not okay to publish confidential information of Tasmanian Pistol Association Inc. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about team selection, coaching practices, financial information, business decisions and trade secrets.



When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

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

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour. In every instance, you need to have consent of the owner of copyright in the image.

Complying with Applicable Laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

Abiding by Copyright Laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and Tasmanian Pistol Association's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should 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 Tasmanian Pistol Association's employees and members, reflect a diverse set of customs, values and points of view.



You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you may also be bound by Tasmanian Pistol Association's Member Protection and Child Protection policies.

Avoiding Controversial Issues

Within the scope of your authorisation by Tasmanian Pistol Association, if you see misrepresentations made about Tasmanian Pistol Association in the media, you may point that out to the relevant authority at Tasmanian Pistol Association. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

Dealing with Mistakes

If Tasmanian Pistol Association makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses Tasmanian Pistol Association of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

Conscientious Behaviour and Awareness of the Consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your Tasmanian Pistol Association affiliation at risk. You should always follow the terms and conditions for any third-party sites in which you participate.



Branding and Intellectual property of TASMANIAN PISTOL ASSOCIATION INC (trading as TASMANIAN PISTOL ASSOCIATION)

You must not use any of Tasmanian Pistol Association's intellectual property or imagery on your personal social media without prior approval from Tasmanian Pistol Association.

Tasmanian Pistol Association's intellectual property includes but is not limited to:

- Trademarks
- Logos
- Slogans
- Imagery which has been posted on Tasmanian Pistol Association official social media sites or website
- Resources relating to coaching and accreditation of officials applicable to the sport of pistol shooting

You must not create either an official or unofficial Tasmanian Pistol Association presence using the organisation's trademarks or name without prior approval from Tasmanian Pistol Association.

You must not imply that you are authorised to speak on behalf of Tasmanian Pistol Association unless you have been given official authorisation to do so by Tasmanian Pistol Association.

Where permission has been granted to create or administer an official social media presence for Tasmanian Pistol Association you must adhere to the Tasmanian Pistol Association branding requirements.

Policy Breaches

Breaches of this policy include but are not limited to:

- Using Tasmanian Pistol Association's 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 Tasmanian Pistol Association'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 Tasmanian Pistol Association, 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.

Reporting a Breach

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

Contact the Tasmanian Pistol Association Office as soon as possible.

Investigation

Alleged breaches of this social media policy may be investigated according to Tasmanian Pistol Association's Codes of Conduct and Membership Agreements and Charters.

Where it is considered necessary, Tasmanian Pistol Association may report a breach of this social media policy to police.

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 Tasmanian Pistol Association's Member Protection Policy.



Employees of Tasmanian Pistol Association who breach this policy may face disciplinary action up to and including termination of employment in accordance with the Tasmanian Pistol Association Member Protection Policy or any other relevant policy.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the TPA Member Protection Policy Related policies

- Codes of Conduct (TPA, Pistol Australia and Shooting Australia)
- TPA and Shooting Australia Member Protection Policies
- Child Protection Policy
- TASMANIAN Privacy Policy

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 law
- Advertising standards
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000
- Equal opportunity laws
- Contempt of Court
- Gaming laws