

Social Media Policy

1. Special Olympics Australia

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3. Background

- 3.1. Social Media offers individuals, groups and organisations the opportunity to interact in online communities of shared interests to create, share and consume content.
- 3.2. Special Olympics Australia recognises the value of Social Media as a valuable tool and medium for Relevant Persons and Relevant Organisations to engage, interact, communicate, learn and promote Special Olympics Programs and Activities.
- 3.3. When a Relevant Person clearly identifies their association with Special Olympics Australia or another Relevant Organisation and/or discusses their involvement in a Special Olympics Program or Activity, they are expected to behave and express themselves appropriately and in ways consistent with Special Olympics Australia's stated values and policies.
- 3.4. As such, Special Olympics Australia has developed this Policy to protect, promote and educate Relevant Persons about the use of Social Media in a safe and appropriate manner.
- 3.5. This Policy prescribes Prohibited Conduct and provides some guiding principles to follow when using Social Media.
- 3.6. This Policy should be read in conjunction with other Special Olympics Australia policies and procedures, including the Special Olympics Australia Member Protection Policy and Special Olympics Australia Code of Conduct.
- 3.7. Special Olympics Australia's current official Social Media profiles and channels are:
 - Facebook (facebook.com/SpecialOlympicsAustralia);
 - Twitter ([@SOAustralia](https://twitter.com/SOAustralia));
 - YouTube (youtube.com/user/SpecOAUstralia);
 - Instagram ([SOAustralia](https://www.instagram.com/SOAustralia));
 - Flickr (flickr.com/photos/specialolympicsaustralia) and
 - LinkedIn (special-olympics-australia)
- 3.8. Special Olympics Australia clubs and states (member sub-programs) run social media profiles and channels, including groups set up for SOA participants that are administered by SOA employees, volunteers coaches or athletes.

4. Definitions

In this Policy, the following words have the corresponding meaning:

Activity means a contest, competition, event, program, or activity (including training), whether on a one-off basis or as part of a series, league, or competition, sanctioned or organised by Special Olympics Australia.

Authorised Provider means any non-Member organisations authorised to conduct Activities.

Club means a group of people formed for the purpose of carrying on Activities in the spirit of the Special Olympics and operating under the charter approved by the Board from time to time.

Contractor means any person or organisation engaged to provide services for or on behalf of Special Olympics Australia and includes agents, advisers, and subcontractors of Special Olympics Australia and employees, officers, volunteers, and agents of a contractor or subcontractor.

Employee means a person employed by a Special Olympics Australia.

Member means any organisation or person admitted as a member of Special Olympics Australia under clause 12 of the Special Olympics Australia Constitution.

Member Organisation means an accredited Special Olympics Australia sub-program (defined as a Club or State) admitted to Special Olympics Australia as a Member under clause 12 of the Special Olympics Australia Constitution.

Participant means:

- (a) Athletes who are registered with or entitled to participate in an Activity;
- (b) Coaches appointed to train an athlete or Team in an Activity;
- (c) Administrators who have a role in the administration or operation of Special Olympics Australia, including owners, directors, committee members or other persons;
- (d) Officials including referees, umpires, technical officials, or other officials appointed by Special Olympics Australia or any competition, series or Team sanctioned by Special Olympics Australia;
- (e) Support Personnel who are appointed in a professional or voluntary capacity by Special Olympics Australia or any competition, series or Team sanctioned by a Special Olympics Australia, including sports science sports medicine personnel, team managers, agents, selectors, and team staff members; and/or
- (f) Parents, guardians and carers of athletes and participants.

Prohibited Conduct means the conduct prescribed in clause 8 of this Policy.

Relevant Organisation means any of the following organisations:

- (a) A Member Organisation;
- (b) An Authorised Provider;
- (c) A Team; and
- (d) Any other organisation that has agreed to be bound by this Policy, including affiliate organisations.

Relevant Person means any of the following individuals:

- (a) An individual Member;
- (b) A Participant;
- (c) An Employee;

- (d) A Contractor;
- (e) A Volunteer; and
- (f) Any other individual who has agreed to be bound by this Policy.

Social Media means the collective term for websites and applications that enable users to create and share content or to participate in social networking. Social media tools enable communication, community-based input, interaction, content-sharing and collaboration in real-time. The types of websites, platforms and applications that are considered social media for the purposes of this Policy include, but are not limited to:

- Social networks (e.g. Facebook, Twitter, LinkedIn, WeChat, etc.);
- Media sharing networks (e.g. Instagram, TikTok, Snapchat, YouTube, Vimeo, Flickr etc.);
- Instant messaging (e.g. WhatsApp, Messenger, Telegraph, etc.);
- Blogging and publishing networks (e.g. WordPress, Tumblr, Medium, etc.) and Discussion forums (e.g. Reddit, Quora, Digg, etc.);
- Podcasting platforms (e.g. Apple Podcasts, Stitcher, etc.);
- Sporting team apps (e.g. TeamApp, Heja, etc.);
- Gaming networks (e.g. Discord, Twitch, etc.); and
- Other interest-based networks

Special Olympics Australia (SOA) means Special Olympics Australia ABN 050 738 728.

Special Olympics Program means the delivery of activities for persons with an intellectual disability(ies) in a designated geographical location by Special Olympics Australia or a Relevant Organisation.

State Committee means a group of individuals formed as a committee pursuant to, and operating under, applicable terms of reference approved by the directors from time to time.

Team means any collection or squad of athletes who compete and/or train in an Activity.

Volunteer means any person engaged by Special Olympics Australia in any capacity who is not otherwise an Employee or Contractor, including directors and office holders, coaches, officials, administrators and team and support personnel.

5. Jurisdiction

5.1 To whom the Policy applies

- (a) The Policy applies to all Relevant Persons.

5.2 When the Policy applies

- (a) This policy is applicable when using Social Media as:

- (i) An authorised individual representing Special Olympics Australia or another Relevant Organisation on Social Media; and
 - (ii) A Relevant Person posting and sharing content in relation to Special Olympic Programs and Activities.
- (b) This Policy does not apply to the personal use of Social Media by Relevant Persons that make no reference to Special Olympics Australia, or another Relevant Organisation.

6. Guiding Principles

- 6.1 The social media policy is supported by Social Media Conduct Guide Social Media Conduct Guide for Athletes.
- 6.2 Assume everything you put online, even if in private, can be accessed and read by anyone and can never be deleted.
- 6.3 Present and conduct yourself online as you would in person, via the telephone, in a meeting or in any other public forum. The Code of Conduct applies in online forums.
- 6.4 Be polite and respectful to everyone you interact with and presume 'positive intent' – where the tone or perspective might be unclear, avoid jumping to conclusions and replying in a reactive way.
- 6.5 THINK – Is what you are posting or sharing True, Helpful, Inspiring, Necessary and Kind?
- 6.6 Due to the unique nature of sporting organisations, the boundaries between a Relevant Person's profession, volunteer time and social life can often be blurred. It is, therefore, essential that Relevant Persons make a clear distinction between what they do online in a professional and personal capacity and what they do, think, or say in their capacity with a Relevant Organisation.
- 6.7 Be transparent and honest. Use your real name and be clear about who you are and identify any affiliations you have.
- 6.8 Online activity must not imply you are authorised to speak on behalf of Special Olympics Australia or another Relevant Organisation unless you have been given official authorisation to do so.

7. Branding and Intellectual Property

Relevant Persons must not use intellectual property, imagery or trademarks belonging to Special Olympics Australia or another Relevant Organisation on any personal Social Media without prior approval, except where such use can be considered incidental.

- 7.1 The look and feel of all social media sites must align to the Special Olympics Visual Identity Guidelines, and should be developed with the assistance of Special Olympics Australia

National Office. Special Olympics Australia reserve the right to request log in details for each of the account.

7.2 Branding or intellectual property may include:

- (e) Relevant Organisation logos;
- (f) Relevant Organisation associated slogans;
- (g) Images depicting Members, Volunteers, Employees and/or equipment, where they can be identified as being part of a Relevant Organisation, except with the permission of those individuals and within other stated guidelines; and
- (h) Other Relevant Organisation iconic imagery or the official Relevant Organisation uniforms.

8. Prohibited Conduct

Relevant persons and organisations should not engage in prohibited conduct outlined in this policy.

A Relevant Person engages in Prohibited Conduct under this Policy when they post or share any content that:

- (a) is abusive, harassing, threatening, demeaning or defamatory;
- (b) includes insulting, obscene, offensive, provocative or hateful language;
- (c) is a breach of another Relevant Organisation policy;
- (d) contains, or links to, pornographic or indecent content;
- (e) is a breach of any state or Commonwealth law, such as those relating to defamation or anti-discrimination;
- (f) is a breach of privacy laws, in particular the disclosure of personal information (including contact information);
- (g) infringes the intellectual property rights of others, including Special Olympics Australia or another Relevant Organisations' intellectual property;
- (h) is confidential or in any way sensitive to Special Olympics Australia and other Relevant Organisations and corporate partners; or
- (i) brings, or risks bringing Relevant Persons and Relevant Organisations into disrepute.
- (j) Uses images of athletes and participants that have not provided media consent.

9. Breach of Policy

- 9.1 The Special Olympics Australia Complaints, Disputes and Disciplinary Policy applies to any alleged Prohibited Conduct under this Policy.
- 9.2 Sanctions may be applied to any breaches of this policy, that will be considered in the context of the type and seriousness of the breach, and could include; education, formal warnings, temporary or permanent suspension.
- 9.3 If the alleged Prohibited Conduct also constitutes Prohibited Conduct under a Special Olympics Australia National Integrity Framework policy, such as child safeguarding, Special Olympics Australia will manage that alleged Prohibited Conduct under that policy unless and until it is determined that the matter should be managed as Prohibited Conduct under this Policy.