

POLICY	Governance
TITLE:	Social Media Policy
AREA:	Governance
RESPONSIBILITY:	CEO
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APPROVED BY:	Paddle Australia Board

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USE OF SOCIAL MEDIA

PA recognises that Social Media are an important part of the way Members communicate. PA actively encourages Members to participate in Social Media and share their experiences of Paddle Australia.

However, PA's public reputation is valuable and so are the reputations of PA's Members, sponsors and stakeholders, so PA prohibits Social Media communication that is defamatory, obscene, proprietary, misrepresentative of PA or for commercial purposes. PA has developed this Bylaw to promote and encourage appropriate use of Social Media by its Members.

BACKGROUND PROVISIONS

1. The Board of Paddle Australia Ltd (**PA**) adopted this Social Media Bylaw (**Bylaw**) on 29 November 2011 under rule 34.1 of the constitution of PA (**Constitution**).
2. Under rule 34.2 of the Constitution, this Bylaw binds all members of PA (**Members**). This Bylaw may be amended from time to time.
3. This Bylaw deals with the use of Social Media by Members as it impacts upon PA, Members, the sport of canoeing and sponsors and stakeholders of PA.
4. Unless the context otherwise requires, the terms used in this Bylaw shall have the same meaning as in the Constitution and this document is to be read in conjunction with (and subject to) the Constitution.
5. **Social Media** in this Policy refers to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking, bookmarking and mashing. For the purposes of this Bylaw, Social Media extend to:
 - a) Material communicated electronically, whether written, photographic, video, or audio, which is accessible by more than the Member alone;
 - b) Facebook, Youtube, Twitter, MySpace, Foursquare, LinkedIn, Wikipedia, Flickr and related domains;
 - c) Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
 - d) Any other forum which might be classified reasonably as social media as that term is generally understood; and
 - e) Any other forum for public comment.

PROHIBITIONS

6. When using Social Media, a Member must not:
 - a) Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
 - b) Impersonate or falsely represent any other person, including PA or another Member;

- c) Abuse, harass or threaten any other person, including PA or another Member;
- d) Make defamatory or libellous comments;
- e) Use obscene, offensive, insulting, provocative or hateful language;
- f) Post material that infringes the intellectual property rights of others;
- g) Intrude upon the privacy of other Members of PA without the consent of such Members;
- h) Interfere with the conduct of any event run by PA or with the role and responsibilities of PA as the peak body for canoeing in Australia;
- i) Violate security measures instituted at any PA facility;
- j) Comment in a way that may be construed as harming the reputation of him or herself, another Member, or PA, including its sponsors and stakeholders;

On PA's Social Media platforms:

- k) Make excessive postings on a particular issue or post multiple versions of the same opinion or information on Social Media platforms operated by PA;
- l) Promote commercial interests in Social Media platforms operated by PA; or
- m) Post internet addresses, links to websites, email addresses or other personal information on Social Media platforms operated by PA.

CONSEQUENCES: DISCIPLINARY ACTION OR REMOVAL

- 7. In circumstances of a breach or suspected breach of this Bylaw, PA may:
 - a) Make a necessary public comment such as a correction, clarification, contradiction or apology;
 - b) Issue a formal warning;
 - c) Report any breach of any law to any local authority or wronged party;
 - d) Take any disciplinary action available to it under the Constitution or any Bylaw made under the Constitution; or
 - e) Exercise any of its available rights at law.
- 8. Expressly, PA 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 Bylaw.

RESPONSIBILITY AND LIABILITY

- 9. If a Member makes public comment, whether using Social Media or some other forum, the Member is solely responsible for that comment. Members should make it clear that the views expressed are their own.

10. Members who communicate their opinions and any other materials on Social Media do so at their own risk. A Member may be held personally liable for any commentary and/or material which may be defamatory, obscene or proprietary.
11. PA encourages Members to report any use of Social Media which is likely to harm PA's reputation.

PRIVACY

12. PA may record any information posted to Social Media platforms operated by PA and may use that information for the purpose of administering such Social Media platforms or any other purpose consistent with PA's objects. PA's Privacy Bylaw may be reviewed at:
<https://paddle.org.au/>
13. PA strongly recommends that all Members protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or phone numbers).