

Social Media Policy

1. INTRODUCTION

- 1.1 The purpose of this policy is to ensure Paddle Australia (PA) and its State Paddle Associations (SPAs) (each referred to singularly as “**the Organisation**”) Workers appropriately use Social Media Applications and adhere to their obligations to not bring the good name and reputation of the Organisation into disrepute, protect the Confidential Information and Intellectual property of the Organisation and treat others with respect.

2. SCOPE

- 2.1 This policy applies to all Workers of the Organisation.
- 2.2 This policy is not limited to the Organisation’s premises or standard working hours. It extends to cover all occasions involving engagement with, or communication in any form on Social Media Applications which may have a link to the Organisation regardless of whether the use of social media occurs the Organisation’s premises or another location and/or outside or during ordinary working hours.
- 2.3 This policy also applies (as appropriate) to the relationship and interactions with the Organisation’s Workers, members, athletes, vendors and any other business parties associated with the Organisation.
- 2.4 This policy should be read in conjunction with the Organisation’s Grievance Policy and Procedure, Behaviour Policy, EEO, Discrimination Harassment and Workplace Bullying Policy and the Internet, Email and Systems Use Policy.

3. DEFINITIONS

- 3.1 “**Confidential Information**” includes but is not limited to any trade secrets or confidential information relating to or belonging to the Organisation, including but not limited to any such information relating to: members and athletes; member and athlete lists or requirements; suppliers; terms of trade; pricing lists or pricing structures; marketing information and plans; Intellectual Property; inventions; business plans or dealings; technical data; Workers or officers; financial information and plans; designs; product lines; any document identified as being confidential by the Organisation; research activities; software and the source code of any such software; but does not include information which,
- a) is generally available in the public domain; and
 - b) was known by the Worker prior to the disclosure by the Organisation, its Workers, representatives or associates.
- 3.2 “**Information Systems**” include the Organisation’s owned, leased or licensed internet / intranet / extranet-related systems, including, but not limited, to computer equipment / mobile phones / peripherals, software, operating systems, storage media, network accounts providing electronic mail and internet browsing.
- 3.3 “**Intellectual Property**” means all intellectual proprietary rights whether registered or unregistered and whether existing under statute, at common law or in equity throughout the world including, without limitation:
- a) all trademarks, trade names, logos, symbols, get up, brand names or similar rights, registered or unregistered designs, patents, copyright, circuit layout rights, trade

secrets; and

- b) any application or right to apply for any of the rights referred to in paragraph (a) above.

3.3 “**Workers**” includes employees, independent contractors or representatives of independent contractors, work experience students and other volunteers.

4. POLICY

4.1 The Organisation has a legitimate business interest and right to protect its Confidential Information and its reputation. As such, this policy applies to all information and online communications made by Workers via Social Media Applications that refer or relate to a Worker’s employment or engagement, interactions with other Workers or athletes or any communications that directly or indirectly relate or refer to the Organisation.

5. SOCIAL MEDIA APPLICATIONS

5.1 Social Media Applications include, but are not limited to:

- a) Social Networking sites e.g. Facebook, Myspace, Instagram, Google Currents, LinkedIn;
- b) Video and Photo sharing websites e.g. Flickr, YouTube;
- c) Micro-blogging sites e.g. Twitter;
- d) Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications, web leads such as RSS feeds;
- e) Forums and discussion boards such as Whirlpool, Yahoo! Groups or Google Groups;
- f) Instant messaging services such as Communicator+, Facebook Messenger, WhatsApp, Viber or Skype;
- g) Online Encyclopaedias such as Wikipedia; and
- h) Any other web sites that allow individual users or companies to use simple publishing tools.

5.2 Social Media Applications are not limited to websites and this policy applies to any other electronic application (such as smart phone based, tablet, or handheld/PDA device-based applications) which provide for the sharing of information to user groups or the public at large.

5.3 Online communications may include posting or publishing information via Social Media Applications, uploading and/or sharing “tweets”, photos, images or videos, direct messaging, status “updates” or any other form of interaction and/or communication facilitated by social media.

6. USE OF SOCIAL MEDIA APPLICATIONS DURING WORK TIME

6.1 Workers are permitted to use Social Media Applications during work time on a “reasonable use” basis, subject to the provisions of this policy. Any online communication to or facilitated by Social Media Applications using the Organisation’s Information Systems may be subject to the Organisation’s Workplace Surveillance policy or equivalent, where applicable.

- 6.2 Workers should ensure that their use of Social Media Applications does not interfere with the overall performance of their role and that their use of social media does not have an adverse impact on the Organisation, damage the Organisations brand, its Workers, athletes, consultants and stakeholders.

7. RESPONSIBILITY

7.1 Workers must:

- a) not disclose any of the Organisation's related information on any Social Media Application unless otherwise authorised by management of the Organisation;
- b) ensure that they do not encourage, aid or abet other persons to use social media inappropriately;
- c) ensure they do not disclose any information about fellow Workers or athletes on any Social Media Applications or similar;
- d) under no circumstances take photos of Workers, athletes, Organisation events or workplaces to be posted on any Social Media Applications unless otherwise authorised by management of the Organisation;
- e) ensure no material is published or disclosed that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity including the Organisation, its officers, directors, Workers, athletes, agents or representatives, its members, partners, suppliers, competitors or contractors;
- f) ensure they notify their manager should they be aware of any material which may damage the Organisation or its reputation;
- g) ensure that they do not make any online communication that is in any way disparaging or unfavourable about the Organisation and/or is likely to bring the Organisation into disrepute or ridicule;
- h) maintain and protect the Confidential Information of the Organisation in their communications and not use the name of the Organisation or any other like title identifying the Organisation in any domain name, or in the title of any blog or any other personal site that may be established; and
- i) not use or display any of the Organisation's Intellectual Property in any online communications without the express written consent of senior management of the Organisation.

7.2 Any online communication to or facilitated by Social Media Applications using the Organisation's Information Systems may be subject to the Organisation's Workplace Surveillance policy or equivalent, where applicable.

7.3 Workers who choose to reveal or imply their place of employment or engagement on Social Media Applications or a personal site should be aware that they are potentially increasing exposure for both themselves and the Organisation. Workers are responsible and accountable for information that they put forward via social media and should monitor their posts accordingly.

8. POSTING ON BEHALF OF THE ORGANISATION

8.1 Workers must not at any time represent themselves as speaking on behalf of the Organisation via social media Applications without the Organisation's written consent.

- 8.2 Posting by Workers to the Organisation's Social Media Applications should be authorised by the relevant executive in advance of the posting.
- 8.3 The Organisation reserves the right to request that Workers remove any published content where published on a social media site, if not suitable or if inappropriate.

9. BULLYING AND HARASSMENT

- 9.1 Workers are prohibited from publishing material which has the potential to be disparaging or unfavourable or has the potential to reflect negatively on the Organisation's shareholders, directors, officers, athletes, stakeholders and people employed or engaged by the Organisation to perform work on PA and SPAs behalf.
- 9.2 This includes, but is not limited to obscene, defamatory, discriminatory or vengeful remarks about another person involved or reasonably connected with the Organisation (e.g. employees, contractors, athletes, members, third party suppliers etc.). This policy must be read in conjunction with the Organisation's EEO, Discrimination, Harassment and Workplace Bullying Policy.

10. BREACH OF THIS POLICY

- 10.1 All Workers are required to comply with this policy as amended from time to time.
- 10.2 Any breach of this policy result in disciplinary action, up to and including termination of employment or engagement with the Organisation.
- 10.3 Any third-party agreement where a third party requires access to the Organisation's network must include this policy. Any third-party supplier not complying with this policy could have actions taken against them including, but not limited to, termination of contract.