



Social Media Policy

Effective at July 2015

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Tennis Australia ("TA") Social Media Policy

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TA Social Media Policy

1. Purpose of this Policy

- 1.1 Social Media is an online interactive/technical platform that allows people to interact, chat, connect or collaborate online. Each social medium is slightly different, but they are all based on a common idea – “the idea of sharing”.
- 1.2 Tennis Australia Limited (TA) encourages the use of Social Media and recognises and appreciates the value of Social Media as a tool for the Australian tennis community to engage, communicate, learn, share and drive innovation. As Social Media is shared in the public realm, it is vital that the valuable public reputation of TA, Australian Tennis Organisations (ATO's), sponsors and other TA stakeholders is protected. Therefore, TA prohibits communication that is defamatory, obscene, misrepresentative or for commercial purposes.
- 1.3 TA has developed this Social Media Policy (Policy) to protect and educate the Australian tennis community and to promote and encourage the appropriate use of Social Media by TA's tennis community.

2. Application of this Policy

- 2.1 This Policy applies to conduct and behaviour which is not otherwise captured by TA's Code of Behaviour Tournaments and Weekly Competitions, Member Protection Policy, Anti-Doping Policy, Tennis Anti-Corruption Program or TA or Member Association HR Policies (Other TA Policies). Where there is any inconsistency between this Policy and the Other TA Policies, those Other TA Policies shall prevail to the extent of such inconsistency.
- 2.2 The Policy applies to and binds all individuals described in clause 2.1 of TA's Member Protection Policy. Unless the context otherwise requires the capitalised terms used in this Policy shall have the meaning as in TA's Member Protection Policy.
- 2.3 Any penalty imposed upon a person under this Policy must be recognised and respected by all Australian Tennis Organisations.

3. Definitions

- 3.1 The following terms have the following meanings in this policy:

Social Media means interactive electronic forums or online media where people are communicating, posting, participating and sharing. For the purposes of this Policy, Social Media extends to:

- a) material communicated electronically, whether written, photographic, video or audio which is accessible by more than the individual poster alone;
- b) Facebook, YouTube, Twitter, Instagram, Myspace, Yammer, Snapchat, Foursquare, LinkedIn, Wikipedia, Flickr and similar services;
- c) blogs, social networking sites, instant messaging, social bookmarking, podcasting, media sharing and collaborative editing websites;
- d) any other forum which might be classified reasonably as social media as the term is generally understood; and

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- e) any other forum available for public comment.

Nominated Official means the person appointed by TA to administer disciplinary matters relating to this Policy.

4. Conditions of Using Social Media

4.1 When using Social Media individuals must not:

- a) make posts that are abusive or harass or threaten any other person including TA staff, players, officials or members of an ATO;
- b) abuse others or expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful including in relation to TA staff, players, officials or members of an ATOs;
- c) impersonate or falsely represent any other person;
- d) post inaccurate or misleading or deceptive content;
- e) make defamatory or libellous comments;
- f) post material that infringes the intellectual property rights of others or breaks any other law including privacy, defamation or harassment;
- g) post content that interferes with the conduct of any event run by TA or with the role and responsibilities of TA as the peak body for tennis in Australia;
- h) post content that violates security measures instituted at any TA facility;
- i) comment in a way that may harm the reputation of a Bound Individual, another member of TA or an ATOs or TA's sponsors and stakeholders;
- j) use Social Media platforms as a forum for disputes or grievances;
- k) use TA, Australian Open or affiliated brands (including sponsors and suppliers) to endorse or promote any product or service, opinion, cause or political candidate;
- l) use videos or images of others without express prior permission; or
- m) publish, post or release information that is considered confidential and not for the public. If it seems confidential, it probably is.

4.2 When posting on any TA Social Media platforms an individual must not:

- a) promote their commercial interests in any manner;
- b) make excessive postings on a particular issue or post multiple versions of the same opinion or information;
- c) post internet addresses, links to websites, email addresses;
- d) include personal information about themselves or others in posts (for example, email addresses, private addresses or phone numbers);
- e) identify and discuss other people and business including other players, officials or coaches unless they have their explicit permission to do so.

4.3 In addition, all Individuals are solely responsible for all comments that they post on Social Media. Individuals making personal comments should make it clear that the views expressed are their own and are not a representation of the views of TA.

5. Consequences of a Breach of this Policy

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- 5.1 In circumstances of a breach or suspected breach of this policy, TA may:
- a) make a necessary public comment such as a correction, clarification, contradiction or apology in regards to the breach;
 - b) issue a formal warning to the Bound Individual responsible for the breach;
 - c) report any breach of any law to any local authority or wronged party;
 - d) take any disciplinary action available to it under the TAMPP and/or the TACP; or
 - e) exercise any of its available rights at law.
- 5.2 TA may also remove posts from TA's Social Media pages and request those who are bound by this Policy to remove posts from their personal Social Media pages and deal directly with Social Media providers to remove any posted material that it considers to be in breach of this Policy.
- 5.3 In addition Individuals who communicate their opinions and any other materials on Social Media do so at their own risk. An individual may be held personally liable for any commentary and/or material which may be defamatory, obscene or proprietary.

6. Reporting a Breach of this Policy

- 6.1 TA encourages its staff, players, officials and all individuals to report any use of Social Media which may be in breach of this Policy. Details of alleged breaches of this Policy can be emailed to compliance@tennis.com.au. Breaches will be referred to the Nominated Official and investigated accordingly.

7. Privacy

- 7.1 TA may record any information posted on Social Media platforms operated by TA and may use that information for the purpose of administering such Social Media platforms or any other purpose consistent with TA's objectives. TA's privacy policy may be reviewed at <http://www.tennis.com.au/privacy>
- 7.2 TA strongly recommends that all individuals bound by this Policy protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or telephone numbers).

8. Useful Websites

- 8.1 TA's Privacy Policy can be accessed at <http://www.tennis.com.au/privacy>
- 8.2 TA's National Policies can be accessed at <http://www.tennis.com.au/about-tennis-australia/reports-and-policies/policies>
- 8.3 'Think U Know Australia' is a partnership between the Australian Federal Police, Microsoft Australia, ninemsn and Datacom which aims to raise awareness among parents, carers and teachers of the issues that young people face online. The website provides information on the technologies and applications young people use to have fun online, the risks they may face and how to stay in control, and how to report when things go wrong. <http://www.thinkuknow.org.au/>

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- 8.4 'Play by the Rules' provides information, resources, tools and free online training to increase the capacity and capability of administrators, coaches, officials, players and spectators to assist them in preventing and dealing with discrimination, harassment and child safety issues in sport. <http://www.playbytherules.net.au/>
- 8.5 The Australian Federal Police (AFP) is dedicated to preventing all Australians from becoming victims of online crime by empowering them to use technology safely and responsibly. <http://www.afp.gov.au/policing/cybercrime/crime-prevention.aspx>