



Social Media & Digital Platforms Policy

NATIONAL POLICY

TABLE OF CONTENTS

| | | |
|-----|--|---|
| 1. | Purpose | 2 |
| 2. | Application | 2 |
| 3. | Definitions | 3 |
| 4. | Guiding Principles | 4 |
| 5. | Conditions of using Social Media and Digital Platforms | 5 |
| 6. | If you are concerned speak up | 6 |
| 7. | Breaches and suspected breaches of this Policy | 7 |
| 8. | Social Media, Digital Platforms and Privacy Law | 7 |
| 9. | Resources | 8 |
| 10. | Review and promotion | 8 |

SOCIAL MEDIA & DIGITAL PLATFORMS POLICY

1. Purpose

- 1.1. Tennis Australia (**TA**) encourages the positive use of Social Media and Digital Platforms, as a tool for the tennis community to engage, interact, communicate, learn and innovate online. When done in a healthy, positive and constructive manner, TA acknowledges the many benefits of using Social Media and Digital Platforms to share and consume content.
- 1.2. TA recognises that along with those benefits, there are associated risks. Inappropriate Social Media and Digital Platforms use can have a significant negative impact on members of the tennis community, damage the reputation of TA or its sponsors and stakeholders, bring the sport of tennis generally into disrepute and/or otherwise tarnish TA's brands. TA understands the potential online dangers presented by Social Media and Digital Platforms, including the risk of cyberbullying, invasion of privacy and exposure to inappropriate content.
- 1.3. TA has developed this Social Media and Digital Platforms Policy (**Policy**) to establish the responsibilities and expectations of Personnel when they use Social Media and Digital Platforms. This Policy will provide the key principles for enabling healthy and positive online engagement.
- 1.4. The aim of TA and this Policy is to protect, promote and educate the tennis community about using Social Media and Digital Platforms in a safe and appropriate manner.
- 1.5. Whilst this Policy should give the tennis community confidence and freedom to use Social Media and Digital Platforms, it is ultimately each individual's responsibility to comply with this Policy and make informed choices on how to engage with others online.

2. Application

- 2.1. This Policy applies to all individuals and organisations who are bound by TA's Member Protection Policy (**Personnel**).
- 2.2. This Policy applies to the conduct of Personnel on Social Media and Digital Platforms where such conduct:
 - (a) occurs in a tennis-related context;
 - (b) involves or targets members of the tennis community;
 - (c) relates to a person's role or affiliation with TA or an ATO; and/or
 - (d) otherwise has sufficient connection to the sport of tennis.
- 2.3. All Personnel have the responsibility to comply with the conditions of Social Media and Digital Platforms use set out in this Policy, report any breaches of this Policy and endeavour to have a respectful online presence.
- 2.4. ATOs must:
 - (a) adopt and comply with this Policy; and
 - (b) recognise and enforce any sanction(s) imposed under this Policy.

- 2.5. This Policy is to be read in conjunction with TA's Member Protection Policy, Safeguarding Children Code of Conduct, Code of Behaviour: Competitive Play, Disciplinary Policy, Online Systems – Conditions of Use, Anti-Doping Policy, Tennis Anti-Corruption Program, and TA's People and Culture Policies (**Other TA Policies**) as amended from time to time. A full list of Other TA Policies is available at <https://www.tennis.com.au/about-tennis-australia/reports-and-policies/policies>.
- 2.6. Where there is any inconsistency between this Policy and the Other TA Policies, the Other TA Policies shall prevail to the extent of any such inconsistency. Conduct which may amount to a breach of this Policy may also amount to a breach of the Other TA Policies. This Policy operates in conjunction with Other TA Policies. If there is an alleged breach of this Policy and Other TA Policies, action may be taken under this Policy and/or one or more applicable Other TA Policies.
- 2.7. If anything in this Policy is inconsistent with any Federal, State or Territory law, the relevant Federal, State or Territory law prevails to the extent of the inconsistency.

3. Definitions

- 3.1. Capitalised terms used, but not defined in this Policy have the meaning given to them in Other TA Policies.
- 3.2. The terms below have the following meanings in this Policy:

Australian Tennis Organisation (ATO) includes Tennis Australia, Member Associations, Affiliated Organisations, Regional Associations and Affiliated Clubs.

Child/ren are any individuals under 18 years of age.

Manipulated or Artificial Content means images, audio, video or other digital material that has been materially altered, generated or manipulated using software or Artificial Intelligence.

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

Social Media and Digital Platforms means any digital service, application, platform or technology that enables users to create, share, publish, comment on, send, receive or otherwise interact with content or communications, whether publicly, privately or within closed networks, including, but not limited to:

- (a) social networking sites (e.g. Facebook, Snapchat and LinkedIn);
- (b) sport and coaching apps;
- (c) video and photo sharing platforms (e.g. YouTube, Instagram, TikTok, Vimeo, Flickr and Pinterest);
- (d) ephemeral or disappearing message services;
- (e) Artificial Intelligence (AI), being technologies that enable computers to simulate human capabilities such as creativity, decision-making or content generation, including AI-assisted and AI-generated content creation, publishing or communication tools;
- (f) blogs, micro-blogging and activity stream sites (e.g. Tumblr, WordPress, Twitter and Reddit);
- (g) online collaborative editing websites (e.g. Wikipedia, Google Docs);

- (h) podcasting (e.g. iTunes, Spotify and SoundCloud);
- (i) email and instant messaging (e.g. Whatsapp and Facebook Messenger);
- (j) virtual communities and livestreaming services;
- (k) online dating apps (e.g. Tinder and Hinge);
- (l) online gaming networks and platforms (e.g. Discord and Twitch);
- (m) any other platform, application or forum which might be classified reasonably as social media and/or a digital platform as the term is generally understood; and
- (n) any other forum available for public comment (including discussion boards, private web forums or review sites).

4. Guiding Principles

4.1. All Personnel are encouraged to actively and appropriately participate online and engage on Social Media and Digital Platforms. This engagement is underpinned by the following principles and objectives:

- (a) Personnel have a responsibility to promote online e-safety and behave on Social Media and Digital Platforms with respect and integrity. Just as in the face-to-face world, Personnel are expected to ensure a safe, welcoming and inclusive environment online. Personnel should strive to create the sort of community on Social Media and Digital Platforms that they want to work, live and play in.
- (b) In instances where Personnel are unsure as to whether the content they wish to share on Social Media and Digital Platforms is appropriate, seek advice from others before doing so or err on the safe side and refrain from sharing the content.
- (c) Personnel should recognise that content shared online may be permanent, capable of being widely distributed beyond its intended audience and be traced back to them.
- (d) Due to the nature of Social Media and Digital Platforms, the boundaries between individual's professional and personal life can often be blurred online. Even where Personnel believe they are acting in a personal capacity, their connection to TA and the tennis community may still be identifiable. Personnel should therefore exercise care in what they post online and avoid content that may cause harm to the tennis community and ensure TA, its sponsors and stakeholders, and/or the sport generally.
- (e) Personnel should endeavour to be diligent about protecting themselves and their privacy when engaging on Social Media and Digital Platforms. Accordingly, Personnel should report any harmful content on Social Media and Digital Platforms and/or breaches of this Policy, and check privacy settings.
- (f) Personnel must exercise particular care when engaging on Social Media and Digital Platforms with children and young people and ensure communications remain appropriate, transparent and consistent with TA's Safeguarding Children Code of Conduct. Additionally, communication methods should take into account Australia's social media age-restriction laws, under which certain social media platforms must not allow Australians under 16 to have an account (see the eSafety Commissioner's website [here](#) for further guidance).

5. Conditions of using Social Media and Digital Platforms

5.1. When using Social Media and Digital Platforms, Personnel must not create, post, share, send and/or link to or otherwise engage in content or conduct that:

- (a) is, or has the intention to be, threatening, illegal, aggressive, abusive, profane, obscene, intimidating, sexually explicit, hateful, discriminatory or otherwise inappropriate (i.e. image-based abuse or the non-consensual sharing of intimate images);
- (b) trolls, harasses, bullies, abuses, cyber-stalks or threatens any other person, including TA staff, players, officials or members of an ATO;
- (c) encourages, coordinates or amplifies online abuse or harassment of another person, including by reposting, endorsing harmful content or participating in pile-ons;
- (d) distributes or publishes another person's personal information without consent, including contact details, location information or other identifying material (commonly referred to as 'doxxing');
- (e) seeks to seduce, groom or inappropriately engage with children or young people;
- (f) impersonates or falsely represents any other person (i.e. creating fake accounts or unidentifiable profiles);
- (g) involves the creation of Manipulated or Artificial Content that may reasonably cause harm to another person or the sport (i.e. deepfakes);
- (h) is inaccurate, misleading, deceptive, defamatory or fraudulent content;
- (i) infringes the intellectual property rights of others or breaks any State, Territory, and/or Commonwealth law including privacy, defamation or harassment;
- (j) interferes with the conduct of any event run by TA or with the roles and responsibilities of TA as the peak body for tennis in Australia;
- (k) violates security measures instituted at any TA, or other ATO, facility or content of contractual agreements with TA, an ATO or TA's sponsors and stakeholders;
- (l) may harm the reputation of other Personnel, or an ATO's or TA's sponsors and stakeholders;
- (m) uses Social Media or Digital Platforms as the primary forum for resolving disputes or grievances where appropriate reporting or complaint channels are available;
- (n) uses TA, the Australian Open or affiliated brands (including sponsors and suppliers) to endorse or promote any product or service, opinion, cause or political candidate;
- (o) uses videos or images of others without express prior permission, particularly where the content involves children, private settings or sensitive environments such as changerooms or medical areas;
- (p) brings TA or the sport into disrepute or otherwise compromise the effectiveness of TA;

- (q) breaches of any Other TA Policies; and/or
- (r) publishes, posts or releases information that is considered confidential and not for the public.

5.2. When using any TA Social Media and Digital Platform, Personnel 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 so as to pose a nuisance to others;
- (c) post internet addresses, links to websites or organisations unless authorised by TA;
- (d) include personal information in posts (i.e. email addresses, private addresses or phone numbers); and/or
- (e) identify and discuss other people and tennis specific business including players, officials or coaches unless they have their explicit written permission to do so.

5.3. If a Personnel post, share, create, link and/or send content which breaches this Policy on their personal Social Media or Digital Platform/s, they may still be held accountable for such a breach if they have a publicly distinguishable connection to TA or an ATO and that connection is reasonably identifiable.

5.4. Personnel who communicate their opinions and any other materials on Social Media and/or Digital Platform do so at their own risk. Personnel may be held personally liable for any commentary and/or material that appears on their personal Social Media or Digital Platform.

6. If you are concerned speak up

TA encourages Personnel to report any use of Social Media or Digital Platform which they suspect breaches this Policy and, where possible, retain relevant information when reporting (i.e. screenshots, usernames, URLs and dates of posts).

6.1. In circumstances of a suspected breach, any person may make a report to:

- (a) a Member Protection Integrity Officer (**MPIO**) of an ATO;
- (b) a TA Integrity Officer (via email to Integrity@tennis.com.au or by completing the [online form](#)); or
- (c) TA's Whistleblower Service, Stopleveline (via phone on 1800 117 233, email to tennis@stopleveline.com.au or their [website](#)).

(in each case, a **Report**)

6.2. Following receipt, the Report must be registered with the TA Integrity Team in TA's online Complaint Management System (**CMS**).

6.3. The TA Integrity Team has the power to investigate any alleged breach of this Policy and make a determination as to whether a breach has occurred and the appropriate response to the breach.

6.4. An alleged breach of this Policy will be managed in accordance with the complaint handling processes set out in TA's Member Protection Policy (**MPP**). The MPP is located and available for download [here](#).

7. Breaches and suspected breaches of this Policy

7.1. In circumstances of a 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; and/or
- (b) report the suspected breach to the Police and/or relevant government agency (i.e. eSafety Commissioner) for further investigation.

7.2. In circumstances of a 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 Personnel responsible for the breach and insist that the content be removed and an apology be made to the individual/s affected (if any);
- (c) report directly to the Social Media or Digital Platform provider and/or eSafety Commissioner to request the removal of any material that TA considers to be in breach of this Policy;
- (d) report the breach to the Police and/or relevant government agency; and/or
- (e) take any disciplinary action available to it under one or more of the Other TA Policies.

7.3. In circumstances where there has been a breach of this Policy on a TA Social Media or Digital Platform, TA may also:

- (a) remove the offending content from the relevant TA Social Media or Digital Platform;
- (b) insist on the Personnel removing the content from their personal Social Media or Digital Platform; and/or
- (c) report directly to the Social Media or Digital Platform provider and/or eSafety Commissioner to request the removal of any material that it considers to be in breach of this Policy.

8. Social Media, Digital Platforms and Privacy Law

8.1. TA may record any information posted on Social Media or Digital Platform, including those operated by TA, and may use that information for the purpose of administering TA Social Media, or any other purpose consistent with TA's objectives. Any record of personal information under this Policy will be undertaken in accordance with the Tennis Privacy Policy which may be viewed [here](#).

8.2. TA strongly recommends that all Personnel protect their own privacy by not including personal information in Social Media and Digital Platform communications such as personal email addresses, residential addresses or telephone numbers. TA will not accept any responsibility for any personal information that is posted or communicated by Personnel on Social Media or Digital Platforms.

9. Resources

- 9.1. eSafety provides a wide range of online safety programs and resources, including a [Sports Hub](#). eSafety has established accessible reporting schemes that can help with the removal of seriously harmful content including cyberbullying, cyber abuse, image-based abuse and illegal or restricted content. Find out more [here](#).
- 9.2. '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. Find out more [here](#).
- 9.3. The Australian Federal Police is dedicated to preventing all Australians from becoming victims of online crime by empowering them to use technology safely and responsibly. For more information click [here](#).

10. Review and promotion

- 10.1. This Policy will be reviewed on a regular basis. In addition to this regular review, recommendations for changes to this Policy may be submitted to the TA Integrity Team via integrity@tennis.com.au for consideration. If changes are made, the Policy will be updated via TA's website.
- 10.2. This Policy will be made available to the general public on TA's website and will be communicated to all Board and staff members of TA and all ATOs.
- 10.3. Should a person wish to make any enquiries in relation to this Policy, please contact the TA Integrity Team via integrity@tennis.com.au.

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Tennis acknowledges the Traditional Custodians of the land on which we work, rest and play, and pay our respect to Elders past and present.