

# AIR SPORT AUSTRALIA CONFEDERATION INC



## SOCIAL MEDIA AND ONLINE PLATFORMS POLICY

Version 1



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Version/Amendment	Prepared	Approved	Date
1	Amanda VanderWal/Ray Pearson	ASAC Board	

## 1. Intent

This policy has been developed to inform the Air Sport community about using social media and online platforms, so people feel enabled to participate while being mindful of their responsibilities and obligations. This policy provides advice and direction in relation to what is considered acceptable electronic communication between and by members of their organisations.

Air Sport Australia Confederation (ASAC) has an obligation to ensure the Relevant Air Sport Organisations maintain a safe physical, emotional and online environment for members, trainers, coaches, support personnel and volunteers. The internet and Information and Communication Technologies (ICT) devices and equipment can bring great benefits to users and can contribute to the effective operation of Air Sports and its members through the ability to disseminate information, the ability to promote the sport and clubs, and the ability to provide members with the ability to connect with others within the organisation.

Responsible use of technology can include:

- Use of the Relevant Organisations or affiliated club websites to provide information about competitions, committees, policies, rules, social events or other important Air Sport related issues.
- Use of SMS, email or Relevant Organisations communication platforms by trainers, managers, coaches, committees, and key personnel etc. to communicate club business and club sanctioned social events (via parents in the case of juniors).
- Use of the Relevant Organisation's social network platforms to promote positive club news and events (with permission obtained from the featured individual).

ASAC places a high priority on the acceptable use of ICT devices/equipment which will benefit Relevant Organisations and Relevant Persons. However, it recognises that the presence of these technologies in the Air Sport environment can also facilitate anti-social, inappropriate, abusive, threatening and even illegal behaviour and activities. ASAC aims, therefore, to maximise the benefits of these technologies while at the same time minimising the dangers and managing the risks.

## 2. Definitions

Defined terms not otherwise defined in this Social Media and Online Platforms Policy have been defined in, and have the meaning given to them, in the ASAC Constitution and ASAC Integrity Framework Policies.

**Abuse** means any type of behaviour (including physical, emotional, psychological, sexual, and inappropriate use of power and/or process) that has caused, is causing, or is likely to cause harm to a person's wellbeing, whether in-person or online.

**Activity** means a sporting contest, competition, event or activity (including training, airworthiness, launching and retrieval), whether on a one-off basis or as part of a series or competition, which is sanctioned or organised by a Relevant Organisation.

**Air Sports** means the sports and activities administered by the:

- Australian Ballooning Federation (ABF);
- Gliding Australia (GA);
- Australian Parachute Federation (APF);
- Sports Aviation Federation of Australia (SAFA);
- Australian Aerobatic Club (AAC); and

- Model Aeronautical Association of Australia (MAAA),

Under the delegated authority of the Civil Aviation Safety Authority (CASA) and Federation Aeronautique Internationale (FAI).

**Bullying** means a person or group of people repeatedly and intentionally using words or actions, or the inappropriate use of power, against someone or a group of people to cause distress and risk to their wellbeing, whether in-person or online.

**Complaints, Disputes and Discipline Policy** means the policy adopted by ASAC for the handling and resolution of allegations regarding Prohibited Conduct.

**Contractor** means any person or organisation engaged to provide services for, or on behalf of, a Relevant Organisation. This includes agents, advisers and subcontractors of a Relevant Organisation and Employees, officers, Volunteers, and agents of the Contractor or subcontractor.

**Discrimination** includes both direct and indirect discrimination (either in-person or online), which has the following meaning:

- ‘Direct discrimination’ occurs where, because a person has a protected Characteristic, they are treated less favourably than a person without that characteristic would be treated in the same or similar circumstances.
- ‘Indirect discrimination’ occurs where a practice, rule, requirement or condition that applies to everyone disadvantages people with a Protected Characteristic and the practice, rule, requirement or condition is not reasonable in the circumstances.

**Employee** means a person employed by a Relevant Organisation.

**Harassment** means behaviour towards a person that they do not want and that is offensive, abusive, belittling or threatening and is reasonably likely to cause harm to the person who is the subject of the harassment whether in-person or online.

**Member** means a member of a Relevant Organisation, including:

- A natural person and includes all forms of membership of the association;
- Regional Associations and Clubs; and
- Organisations affiliated to ASAC.

**National Integrity Framework** means the National Integrity Framework as developed by Sport Integrity Australia and consisting of the following five policies:

- Safeguarding Children and Young People Policy;
- Competition Manipulation and Sport Gambling Policy;
- Improper Use of Drugs and Medicine Policy;
- Member Protection Policy;
- Complaints, Disputes and Discipline Policy.

**Participant** means:

- Pilots;
- Trainers and/or coaches appointed to train a Pilot or a team in an Activity;
- Administrators who have a role in the administration or operation or Activity of a Relevant Organisation including owners, directors, committee members or others persons;

- d. Officials including technical officials, or other officials appointed by a Relevant Organisation, or any competition series, club or team sanctioned by a Relevant Organisation.
- e. Support personnel who are appointed in a professional or voluntary capacity by ASAC, a Relevant Organisation, or any competition, series, club or team sanctioned by a relevant Organisation including airworthiness personnel, sports science/sports medicine personnel, team managers, agents, selectors, and team staff members.

**Policy** means this Social Media and Online Platforms Policy including any appendices.

**Relevant Organisation** means any of the following organisations:

- a. Air Sport Australia Confederation;
- b. Member Organisation; or
- c. Any other organisation who has agreed to be bound by the National Integrity Framework and/or the Relevant Policies.

**Relevant Person** means any of the following persons:

- a. Individual Member;
- b. Participant;
- c. Employee;
- d. Contractor;
- e. Volunteer, or
- f. any other individual who has agreed to be bound by the National Integrity Framework and/or the Relevant Policies.

**Sexual Misconduct** means:

- a. sexual harassment, which is any unwanted or unwelcome sexual behaviour where a reasonable person would anticipate the possibility that the person being harassed would feel offended, humiliated, or intimidated; and
- b. behaviour that may constitute a sexual offence that is unlawful.

**Victimisation** means subjecting a person, or threatening to subject a person, either in-person or online, to any unfair treatment because the person has made, or intends to pursue their right to make, a complaint or lawful disclosure, including under applicable legislation or this Policy, or for supporting another person to take such action.

**Vilification** means a public act, conduct or behaviour, in-person or online, that incites hatred, serious contempt for, or revulsion or severe ridicule of, a person or group of people because of a particular Characteristic they hold, as covered by applicable legislation.

**Volunteer** means any person engaged by a relevant Organisation in any capacity who is not otherwise an Employee or Contractor, including directors and office holders, trainers, officials, administrators, and team and support personnel.

Any capitalised term not defined in this Policy has the meaning given to it in the Complaints, Disputes and Discipline Policy.

### 3. Jurisdiction

#### 3.1 Who does the Policy applies to?

This Policy applies to:

- a. Relevant Persons; and
- b. Relevant Organisations.

#### 3.2 When does the Policy apply?

- a. All Relevant Persons and Relevant Organisations to which this Policy applies must always comply with this Policy (while they are a Relevant Person or Relevant Organisation), including:
  - i. in relation to any dealings they have with Relevant Organisations or their Employees, contractors, and representatives;
  - ii. when dealing with other Relevant Persons or Relevant Organisations in their capacity as a Relevant Person/Relevant Organisation; and
  - iii. in relation to their membership or standing as a Relevant Person or Relevant Organisation in general.
- b. The following is not within the scope of this Policy:
  - i. where an interaction (including social media interactions) occurs involving one or more Relevant Persons or Relevant Organisations, and the only link or connection between the interaction and Air Sport is the fact that one or more individuals are Relevant Persons or Relevant Organisations; and
  - ii. where Prohibited Conduct occurs in contravention of this Policy, and subsequent conduct, or interaction(s) that, whilst related to the original Prohibited Conduct, no longer directly relates to Air Sport (even where such conduct or interaction(s) would otherwise be Prohibited Conduct).

### 4. Scope

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This Social Media and Online Platforms Policy applies to platforms including, but not limited to:

- Social Networking sites (e.g., Facebook, Twitter, Snapchat, Instagram, LinkedIn, Google+, Pinterest, Yammer etc.)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc.)
- Blogs and micro-blogging platforms (e.g. Tumblr, WordPress, Blogger, etc.)
- Review sites (e.g. Yelp, Urban Spoon, etc.)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions etc.)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud etc.)
- Geo-spatial tagging (e.g. Foursquare, etc.)
- Online encyclopedias (e.g. Wikipedia etc.)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.)

- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox live, etc.)
- Online voting, polls or surveys
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media and online platforms as follows:

1. an officially designated individual representing Air Sport on social media; and
2. if posting content on social media in relation to Air Sports that might affect the business, products, services, events, sponsors, members or reputation of Air Sports.

### **Using social media in an official capacity**

Before engaging in social media as an official representative of ASAC or a Relevant Organisation, it is recommended social media training or education be taken to ensure all social media and online platforms are administered in line with the ASAC Code of Ethics and Integrity Policies. An example of suitable training could include <https://www.esafety.gov.au/industry/basic-online-safety-expectations>

It should be noted that as part of ASAC's brand, the boundaries between individual representation and official representation of Air Sports can often be blurred. In light of this, it is important that individual representation and official representation of Air Sports, regional associations and clubs is maintained appropriately online at all times.

## **5. Guidelines**

Adherence to the following guidelines when using social media related to ASAC, Relevant Organisations and clubs or its competitions, teams, participants, services, events, sponsors, members or reputation is required:

### **Use Common Sense**

Seek advice from others if you are unsure of the appropriateness of the content prior to sharing online. When using social media or online platforms, the lines between public and private, personal and professional, may be blurred.

### **Protecting Privacy**

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, refrain from posting any content online that may be publicly available or has the potential to become publicly available.

Where possible, privacy settings on social media platforms should be set to limit access. Caution should be taken when disclosing personal details.

### **Honesty**

Honesty or dishonesty may be quickly noticed in social media and the online environment. Do not say anything that is dishonest, untrue or misleading. If unsure, check the source and the facts before uploading or posting anything. ASAC recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Be clear about identifiers, influencers or any affiliations.

If discussing an area where there may be a vested interest, disclosure is required. Endorsements or recommendations and affiliations must be disclosed.

The web is not anonymous, and the assumption should be made that all information posted online can be traced back to the source. Accountability for actions both on and offline, including the information posted via personal social media accounts is paramount.

### **Use of Disclaimers**

Wherever practical, include a prominent disclaimer stating your affiliation (e.g. member of ASAC) and that anything published is a personal opinion and not the official position. This is good practice and is encouraged, but not necessarily legally binding.

### **Reasonable Use**

Employees must ensure that personal use of social media or online platforms does not interfere with work commitments or productivity.

### **Respect Confidentiality and Sensitivity**

When using social media and online platforms, maintaining the privacy of a Relevant Organisation's confidential information is imperative. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of a Relevant Organisation and/or ASAC.

Within the scope of authorisation provided by a Relevant Organisation, it is perfectly acceptable to talk about Air Sports and have a dialogue with the community, but it is not acceptable to publish confidential information about a Relevant Organisation. Confidential information includes things such as details about litigation, unreleased product information and unpublished details that are relevant to a Relevant Organisation.

When using social media and online platforms consideration should be given to others and not post information when a specific request has been made and/or where consent has not been sought and given. Removal of information about another Relevant Person, if requested, must be done immediately.

Permission should always be sought if the use or publication of information is not incidental, but directly related to a Relevant Person. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory and requirements under the ASAC's Safeguarding Children and Young People Policy should be considered.

### **Gaining Permission when publishing a person's identifiable image**

Express permission must be obtained from a Relevant Person and/or individual to use a direct, clearly identifiable image of that person. Refrain from posting any information or photos of a sensitive nature. This could include, but is not limited to, accidents, incidents or controversial behaviour. In every instance, the consent of the owner of the copyright in the image is required.

### **Gaining Permission when using web or social media content from others**



Express permission must be obtained from a Relevant Person or Relevant Organisation to use their content, and then ensure that credit and/or reference is attributed to them. Never use content of others and give the impression that it is your own or that of your group.

### **Complying with applicable laws**

Posting or linking to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content is not tolerated and may incur legal action.

### **Abiding by copyright laws**

It is critical that compliance is adhered to regarding the laws governing copyright in relation to material owned by others and Relevant Organisation's own copyrights and brands.

Never quote or use more than short excerpts of someone else's work, and always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

### **Discrimination, sexual harassment and bullying**

The public in general, Relevant Organisations, Relevant Persons and Employees, reflect a diverse set of customs, values and points of view. It is unacceptable to post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate. When using social media or online platforms all members are bound by ASAC's policies in relation to Anti-Discrimination, Harassment and Bullying, and Codes of Ethics.

### **Avoiding controversial issues**

Misrepresentations made about Relevant Organisations in the media, should be referred to the Relevant Organisation's CEO, President or ASAC's Secretary General.

### **Dealing with mistakes**

If an error while posting on social media or an online platform is made, advise the Relevant Organisation's CEO, President and/or ASAC's Secretary General to address it promptly and appropriately and if necessary, seek legal advice.

### **Conscientious behaviour and awareness of the consequences**

Failure to abide by these guidelines could put your Relevant Organisation and/or Relevant Person's at risk. Always follow the terms and conditions for any third-party sites.

### **Branding and intellectual property of ASAC**

Any use of a Relevant Organisation's intellectual property or imagery on personal social media or online platforms without prior approval from the Relevant Organisation is not acceptable.

Relevant Organisation's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery that has been posted on a Relevant Organisation's official social media sites or website.

Creation of either an official or unofficial Relevant Organisation's presence using the organisation's trademarks or name without prior approval from the Relevant Organisation is not tolerated.

Unless authorised, Relevant Persons and Relevant Organisation's must not imply that they are authorised to speak on behalf of ASAC unless official authorisation has been provided.

Where permission has been granted to create or administer an official social media or online presence for ASAC, adherence to ASAC's Branding Guidelines is to be followed.

## 6. Policy Breaches

Breaches of this policy include, but are not limited to:

- Using Relevant Organisation's name and/or logo in a way that would result in a negative impact for the Relevant Organisation and/or Relevant Person's;
- The use of any electronic communication between Relevant Person's which is considered to be offensive, abusive, harassing, threatening or demeaning towards another Relevant Person or individuals;
- Posting or sharing any content that includes insulting, obscene, offensive, provocative, or hateful language;
- Posting or sharing any content in breach of the National Australia's Integrity Framework Policies or other similar policies;
- Posting or sharing any content that is a breach of any state or Commonwealth law;
- Posting or sharing any material on Relevant Organisation's social media and online platform platforms that infringes on the intellectual property rights of others;
- Posting or sharing material that brings or risks bringing Relevant Organisations, Relevant Persons or sponsors into disrepute. In this context, bringing a Relevant Organisation or Relevant Person into disrepute lowers the reputation of that person or organisation in the eyes of the ordinary members of the public;
- Hackers; and
- Wilful compromise of data sources, portals, authentication systems, passwords, or creating clone accounts.

## 7. Reporting and Complaints

- a. Reports or Complaints of alleged Prohibited Conduct under this Policy should only be submitted to Sport Integrity Australia where the alleged behaviour relates to Discrimination. All other allegations of Prohibited Conduct under this Policy should be submitted to the Relevant Organisation.
- b. Allegations of Prohibited Conduct under this Policy will be managed in accordance with ASAC's Complaints, Disputes and Discipline policy.
- c. Any behaviour that may constitute a criminal offence should be reported to the relevant state/territory law enforcement agency.

## 8. Other Matters

### 8.1 Education

- a. The Relevant Organisation may, from time to time, direct certain Participants to undertake education, which will be relevant and proportionate to their level of participation in Air Sports and the associated integrity risks.
- b. Sport Integrity Australia has developed a range of resources and training material to support the National Integrity Framework, which forms the basis of the National Integrity Framework, which can be found here.

### 8.2 Information sharing

Subject to the Privacy Act 1988 (Cth), Relevant Organisations may share information they receive relating to this Policy with Sport Integrity Australia to enable Sport Integrity Australia to effectively perform its functions.

## 9. Related Policies

- ASAC Code of Ethics
- ASAC Member Protection Policy
- ASAC Safeguarding Children and Young People Policy
- ASAC Competition Manipulation and Sport Gambling Policy
- ASAC Improper Use of Drugs and Medicine Policy
- ASAC Complaints, Disputes and Discipline Policy

Other legal considerations that may be applicable include but are not limited to:

- Defamation
- Intellectual property laws, including copyright and trademark laws, Privacy, confidentiality and information security laws
- Anti-discrimination laws
- Employment laws
- Advertising standards
- Charter of Human Rights and Responsibilities Act 2006
- Information Privacy Act 2000
- Equal opportunity laws
- Contempt of Court
- Gaming laws

## 10. Privacy legislation (at 2020)

- The Privacy Act 1988 (Privacy Act)
- The Privacy and Data Protection Act 2014 (Vic)

- The Privacy and Personal Information Protection Act 1998 (PPIP Act) r
- The Queensland Information Privacy Act 2009
- Freedom of Information Act 1992 (WA)
- Government of South Australia – Privacy Law in South Australia
- Criminal Codes and Acts in all States