



SOCIAL MEDIA POLICY

January 2021

1. Purpose

- Water Polo Australia (“WPA”) embraces social media as a valuable tool for stakeholder and community engagement. While WPA encourages social media use, WPA recognises the need for guidelines that outline the expectations in relation to appropriate social media use.
- This policy is designed to assist in clarifying the rights, responsibilities and obligations of all WPA athletes, coaches, officials, employees, contractors, officers and those members representing WPA in a voluntary capacity in regard to the use of social media.
- It has also been developed to ensure that all workers adhere to their obligations to not bring the good name of WPA into disrepute, protect the Confidential Information and Intellectual Property of WPA and treat others with respect.
- Due to the dynamic nature of social media these guidelines will be reviewed and updated regularly.

2. Scope

- This policy applies to all members of Water Polo Australia, employees, officers (including Board of Directors and Committee Members), administrators, volunteers, athletes, coaches, officials, team managers, state associations and associated interested persons who perform tasks on behalf of WPA and its state member associations (“Workers”).
- While social media use is encouraged, Workers that engage in social media are encouraged to be clear about who they are representing, take responsibility for their own content and show respect for both the organisation and the audience.
- This policy extends to cover all occasions involving engagement with, or communication in any form on Social Media which may have a link to WPA regardless of whether the use of social media occurs on WPA premises or another location and/or during or outside working hours.

3. Definitions

- **“Confidential Information”** includes, without limitation, any trade secrets or confidential information relating to or belonging to WPA, including but not limited to, any such information relating to: customers, or clients, suppliers, athletes, pricing lists or pricing structures, marketing information and plans, Intellectual Property, business plans or dealings, technical data, Workers, financial information and plans, research activities, designs and any document identified as being confidential by WPA, but does not include information which:
 - is generally available in the public domain; and
 - was known by the Worker prior to disclose by WPA, its Workers, representatives or associates.
- **“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, all trademarks, trade names, brand names, registered or unregistered designs, copyright, patents, trade secrets and any application or right to apply for any of the rights aforementioned.
- **“Social media”** refers to websites and internet-based applications used for social networking/interaction, sharing of information/content and creation of communities through online networks of people. Examples of social media to which this policy relates includes (but is not limited to):

- Social networking sites eg. Facebook, Instagram, Twitter, LinkedIn
 - Video and photo sharing sites eg. YouTube, Snapchat
 - Blogs, forums and discussion boards
 - Instant messaging services e.g. Facebook Messenger, WhatsApp, Skype
 - Any other websites that allow individual users or companies to use simple publishing tools.
- **“Trademark”** includes without limitation, WPA logos, images depicting WPA Workers, equipment where WPA logo or trademark is visible and any other WPA imagery.

4. WPA’s Official Social Media Channels

- WPA’s current official social media channels are:
 - Facebook (@WaterPoloAus)
 - Instagram (@WaterPoloAus)
 - Twitter (@WaterPoloAus)
 - YouTube (@WaterPoloAus)
 - LinkedIn (@waterpoloaustralia)

5. Guiding Principles

- The web is not anonymous. WPA representatives should assume that everything they write online can be traced back to them.
- Workers must:
 - Keep private use to a minimum;
 - Take responsibility for ensuring that the information being shared is factually correct and accurate and does not breach confidentiality requirements;
 - Make it clear that the stated views are your own and not WPA’s;
 - Not post on behalf of WPA unless prior written approval by WPA has been provided;
 - Show respect for the individuals and communities you interact with. It is important to remember that comments that would be deemed inappropriate in normal conversation are no different in the social media environment. Before you post, ask yourself: “What is the purpose of the post? How does it align with my personal brand? What will it achieve?”;
 - Not disclose any WPA related information on social media unless otherwise authorised by WPA;
 - Ensure they do not encourage, aid or abet other persons to use social media inappropriately;
 - Ensure no material is published or disclosed that is obscene, defamatory, threatening, harassing, discriminatory or hateful to another person or entity including WPA, its Workers, representatives, agents, competitors, suppliers and another person who is reasonably connected with WPA;

- Ensure they do not make any online communication through social media (such as tweets, posts, status updates or instant messaging) that is in any way disparaging or unfavourable about WPA and its Workers, representatives, agents, competitors and suppliers and/or is likely to bring WPA into disrepute or ridicule;
 - Ensure they notify their manager or the appropriate contact person in WPA should they be aware of any material which may damage WPA or its reputation;
 - Ensure that any trademarks and Intellectual Property belonging to WPA are not used in personal social media, except where such use can be considered incidental or approved in writing by WPA; and
 - Maintain and protect the Confidential Information of WPA in their communications and not use the WPA name or any other like title identifying WPA in any domain name, or in the title of any blog or other personal site that may be established.
- Staff, Board Directors and Athletes particularly must understand that their online actions can have an impact on WPA regardless of whether those actions were related to their roles as a representative of WPA.
- Comments which are contrary to the spirit and integrity of the sport will not be tolerated.
 - Athletes, coaches, officials or other representatives that are selected on other teams and participate in major events such as the Olympic Games should also adhere to the guidelines imposed by the governing bodies of those organisations.

6. Legislation

- As with any form of public communication, online communication can also be subject to legislation. Persons bound by this policy should be mindful that unsubstantiated claims, false statements, defamatory, offensive and threatening comments could lead to prosecution.

7. Consultation or Advice

- This policy has been developed to provide guidance for WPA members, representatives and stakeholders. Individuals who are unsure of their rights, liabilities or actions online and wish to seek clarification should contact info@waterpoloaustralia.com.au
- Members should also refer to the Water Polo Australia Member Protection Policy available on the Water Polo Australia website www.waterpoloaustralia.com.au

8. Breach of Policy

- If a person bound by this policy fails to follow these guidelines, WPA has the right to issue this individual with a takedown notice. An individual who is found to not comply with a takedown notice will face disciplinary action.
- Repeated breaches of this policy could lead to disciplinary action, up to and including termination of employment or engagement. WPA also has the right to administer sanctions and take legal action.
- Persons bound by this policy should ensure that comments/posts on social media abide by WPA's Code of Conduct and do not contravene WPA's Member Protection Policy. Examples of social media policy breaches include (but are not limited to):

- Posting or sharing any content that is abusive, harassing, threatening, demeaning or defamatory
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language
- Posting or sharing any content, which if said in-person during the playing of the game would result in a breach of the rules of the game
- Posting or sharing any content in breach of any state or Commonwealth law such as those relating to defamation or discrimination
- Posting or sharing any material that infringes the intellectual property rights of others
- Posting or sharing material that brings, or risks bringing WPA, its affiliates, its sport, its officials, members or sponsors into disrepute
- Making a WPA announcement without appropriate internal clearances and approvals allowing the information to be released in the public domain
- Posting materials containing the copyright of third parties.

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