



Table Tennis NT

SOCIAL MEDIA POLICY

Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. Table Tennis NT (TTNT) recognises the benefits of social media as an important tool of engagement for member associations and participants. TTNT welcomes comments, ideas, and suggestions from the table tennis community. Social media is now part of everyday life for a growing number of people and is evolving the way we communicate. It is a potentially important tool, that when used appropriately, increases the visibility of the sport. It is important that the reputation of TTNT and the reputation of table tennis is not tarnished by anyone using social media inappropriately, particularly in relation to any content that might reference the organisation or the sport. When members of associated bodies clearly identifies their connection with TTNT, and/or discusses their involvement in the sport in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with TTNT's values and policies. This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by members of associated bodies, directors or staff where the member, director or staff member makes no reference to TTNT or related issues, but any personal use which reflects on TTNT or the reputation of the sport is covered by this policy. This policy applies to TTNT affiliated clubs, associate members, individual teams, Directors of the Board of TTNT (directors), TTNT staff and any individual representing themselves or passing themselves off as being associated with TTNT. The policy clearly outlines expected standards which should be maintained by spectators, parents and supporters, herein after referred to as "Participants".

Scope

This Policy sets out TTNT's expectations of the people and organisations to which this policy applies when engaging with Social Media. TTNT recognises that digital platforms that are perceived to be defined as "social media" are likely to change from time to time. "Social media" for the purpose of this policy is, therefore, not limited to certain digital platforms; however, TTNT considers each of the following platforms, internet programs and digital interfaces as "social media" for the purpose of this policy:

- a) External and internal social networking sites (e.g. Facebook, Twitter, Bebo, LinkedIn, Instagram, Snapchat and Yammer);
- 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;
- e) Forums and discussion boards (e.g. Yahoo! Groups or Google Groups);
- f) Online encyclopedias (e.g. Wikipedia);
- g) Instant messaging (including SMS);
- h) Podcasting; and
- i) Any other website that allows individual users or companies to use simple publishing tools.

Guiding Principles

1. The web is not anonymous, members of associated bodies and staff should assume that everything they write can be traced back to them;
2. The boundaries between Participant's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think and say in their capacity as a volunteer for TTNT or their club;
3. When using the internet for professional or personal pursuits, all members, staff and Directors must respect the TTNT brand and follow guidelines in place to ensure TTNT's intellectual property or its relationships with sponsors and stakeholders is not compromised or the organisation brought into disrepute;
4. It is advisable to protect your personal privacy and that of others by not including personal information about yourself or others in your posts;
5. Represent Participant's own views and not impersonate or falsely represent any other person;
6. Ensure you are not abusive and do not harass or threaten others;
7. Do not make defamatory or libellous comments;
8. Do not use offensive, insulting, provocative or hateful language; 9. Do not use obscene, lurid or offensive language;
10. Show courtesy and respect for others and their opinions at all times; and
11. Always use social media network forums to add value and promote basketball in a positive way.

Examples of Inappropriate use of Social media

For illustrative purposes, TTNT is likely to consider the following engagement in Social Media as inappropriate:

- a) Using discriminatory, defamatory, abusive or otherwise objectionable language in content;
- b) Accessing, downloading or transmitting any kind of sexually explicit material, obscene or pornographic images, violent and/or graphic images (without medical purpose);
- c) Accessing, downloading or transmitting information on the use and construction of weapons, explosives and/or other tools of violence or terrorism;
- d) Accessing, downloading or transmitting any material deemed to be illegal under Australian Commonwealth or state law;
- e) Accessing, downloading or transmitting hate speeches and/or racist material; f) Breaching the reasonable expectation of privacy of a person;
- f) Attempting to gain unauthorised access to the computing resources of the TTNT, affiliated clubs or members personal details; and
- g) Use of the TTNT brand to endorse or promote any product, opinion, cause or political candidate. It must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of TTNT.

Potential Breaches of the Law

Apart from actions which would render the Participant in breach of the TTNT Social Media Policies, there are also potential legal consequences to certain behaviour. Printing or reprinting of sexually explicit material, and particularly of children, are potentially criminal offences. Extreme defamation can be a criminal offence. Breaches of intellectual property rights, defamation, trademark or copyright are likely to lead to civil proceedings being instituted. TTNT will fully cooperate with any police or other body having appropriate jurisdiction in relation to any enquiry in relation to use of social media.

Branding and Intellectual property

It is important that any trademarks belonging to TTNT or any club are not used in personal social media applications. Trademarks include any TTNT or club logos.

Official TTNT Social Media Content

When creating a new website, social networking page or forum care should be exercised to ensure the appropriate person at an association or TTNT has given written consent to create the page or forum. Similarly, appropriate permission must be obtained for the use of logos or images. Images of minors (children under the age of 18) may not be replicated on any site without the written permission of the child's parent and/or guardian. For official TTNT blogs, social media pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the 'pop up' content cannot be controlled;
- Participants must not use TTNT online pages to promote personal projects; and
- All material published or used must respect the copyright of third parties.

Complaints

If a member believes that content has been published on social media in contravention of this Policy, or which is otherwise inappropriate or unlawful and relates to TTNT, the member or other person may make a complaint about the content to TTNT. Alternatively, TTNT may determine itself to investigate inappropriate material, whether or not a complaint has been made. This complaint may be in writing or verbal. TTNT may order an investigation into the content. If it is reasonably believed that a member or member of an associated body has breached this policy, the matter may be referred for investigation in accordance with the TTNT Complaints Policy or the TTNT Member Protection Policy. If TTNT deems the Social Media activity of any Member or member of an associated body to be inappropriate, TTNT may take whatever disciplinary action it considers to be reasonably appropriate in the circumstances.

Approved by TTNT Board: September 2016