



TO SHINE PTY LTD SOCIAL MEDIA POLICY



Date of issue: March 2019

Date of next review: March 2020

Approved by: To Shine Pty Ltd

This social media policy has been endorsed by ACSA.

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1. Purpose

Social media is changing the way we communicate and is now integrated into most people's everyday lives. To Shine Pty Ltd recognises the importance of electronic communications and social media as it is easier to share ideas, information and experiences, however it is also important to protect the privacy, confidentiality and interests of all involved with To Shine Pty Ltd and it is critical to have policy guidance where minors are involved.

This policy has been developed to inform our community about using social media, so people feel enabled to participate, while being mindful of their responsibilities and obligations. This policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy assists to establish a culture of openness, trust and integrity in all online activities related to Cheer Sport in Australia.

This policy contains To Shine Pty Ltd guidelines for our community to engage in social media use. It also includes details for breaches of the policy. In circumstances where guidance about social media issues has not been given in this policy, we suggest you use **common sense** or seek out advice from those who have approved this policy.

These guidelines will be made easily available on To Shine Pty Ltd's website - <https://toshine.com.au>

2. 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 policy applies to platforms including, but not limited to:

- Social networking sites (e.g. Facebook, Twitter, 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 encyclopaedias (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 or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

3. Policy Coverage

This policy is applicable to all persons who are using social media platforms with reference to Cheer Sport and involved with To Shine Pty Ltd, whether they are in a paid or unpaid/voluntary capacity and including:

- persons appointed or elected To Shine Pty Ltd boards, committees and sub-committees
- employees of To Shine Pty Ltd
- To Shine Pty Ltd full and associate members, including life members
- students, coaches, officials and other personnel participating in events and activities, including camps and training sessions, held by To Shine Pty Ltd or sanctioned by ACSA and
- To Shine Pty Ltd students' family members and any other friends/supporters

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to Cheer Sport, To Shine Pty Ltd or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to To Shine Pty Ltd may still be regulated by other policies, rules or regulations of To Shine Pty Ltd.

4. Roles and Responsibilities:

All persons involved with To Shine Pty Ltd, at any level including the athlete's family are responsible for the content of their communication. All individuals listed under the policy coverage above have a responsibility to ensure that;

- Communications do not cause damage to To Shine Pty Ltd, its interests or the reputation of the wider Cheer Sport community
- Information about To Shine Pty Ltd services and products are accurate
- Inappropriate or unlawful content online relating to To Shine Pty Ltd in breach of this policy is reported to Suzanne Lord at To Shine Pty Ltd
- Logos and trademarks are only used with permission from To Shine Pty Ltd
- Permission is sought from the relevant parties before creating an official social media account relating to To Shine Pty Ltd

As a part of the To Shine Pty Ltd community you are an extension of our brand and the wider reputation of Cheer Sport in Australia.

As such, the boundaries between when you are representing yourself and when you are representing To Shine Pty Ltd can often be blurred. This becomes even more of an issue as you increase your profile or position or affiliation with To Shine Pty Ltd. Therefore, it is important that you always represent both yourself and To Shine Pty Ltd appropriately online.

5. Guidelines

You must adhere to the following guidelines when using social media related to To Shine Pty Ltd or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation. The web is not anonymous, remember, if you are online, you are on the record—much of the content posted online is public and searchable. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

a) Use common sense

- If you are unsure if the content you wish to share is appropriate, seek advice from others or refrain from sharing to be on the safe side
- Remember when posting that the lines between public, private, personal and professional can be blurred you are a representative of To Shine Pty Ltd and cheer sport in Australia.

b) Honesty

- Do not say anything that is dishonest, untrue or misleading. Check the source and the facts before uploading or posting anything.
- To Shine Pty Ltd 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. Use your real name, be clear about who you are and disclose any affiliations, vested interests, endorsements or recommendations.

c) Dealing with mistakes

- If you make an error while posting on social media, be up front about the mistake and address it quickly. If someone accuses you of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

d) Discrimination, sexual harassment and bullying

The public in general, and To Shine Pty Ltd employees and members, reflect a diverse set of customs, values and points of view.

- You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.
- When using social media, you should be mindful of To Shine Pty Ltd communication and values.

e) Protecting your privacy

- Be smart about protecting yours and others privacy, particularly keeping in mind applicable child safe standards.
- Refrain from posting any content online that you would not be happy for the public to see (even if you are posting privately)
- Be cautious about disclosing personal details and where possible set accounts to limit public access.

f) Respect confidentiality and sensitivity

When using social media;

- you must maintain the privacy of To Shine Pty Ltd confidential information online. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of To Shine Pty Ltd
- it is acceptable to talk about To Shine Pty Ltd and have a dialogue with your community, but it is not okay to publish To Shine Pty Ltd's confidential information. Confidential information includes things such as details about litigation, and unpublished details about us e.g. team, coaching practices, financial information.
- you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.
- permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

g) Gaining permission when publishing a person's identifiable image

- You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.
- You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.
- In every instance, you need to have consent of the owner of copyright in the image.

h) Avoiding controversial issues

- Within the scope of your authorisation with To Shine Pty Ltd, if you see misrepresentations made about To Shine Pty Ltd in the media, you may point that out to Suzanne Lord at To Shine Pty Ltd.
- Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

i) Complying with applicable laws

- Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.
- Always follow the terms and conditions for any third-party sites in which you participate.
- You must comply with the laws governing copyright in relation to material owned by others and To Shine Pty Ltd own copyrights and brands.

j) Use of disclaimers

- Where practical, include a disclaimer stating who you work for or are affiliated with (e.g. member of To Shine Pty Ltd) and that anything you publish is your personal opinion and that you are not speaking officially.
- This is good practice and is encouraged, but don't count on it to avoid trouble -- it may not have legal effect.

k) Branding and intellectual property of To Shine Pty Ltd

- You must not use any of To Shine Pty Ltd's intellectual property or imagery on your personal social media without prior approval from To Shine Pty Ltd.
- To Shine Pty Ltd's intellectual property includes but is not limited to trademarks, logos, slogans, imagery which has been posted on To Shine Pty Ltd official social media sites or website.
- You must not create either an official or unofficial To Shine Pty Ltd presence using the organisation's trademarks or name without prior approval from To Shine Pty Ltd.
- You must not imply that you are authorised to speak on behalf of To Shine Pty Ltd unless you have been given official authorisation to do so by To Shine Pty Ltd.
- Where permission has been granted to create or administer an official social media presence for To Shine Pty Ltd, you must adhere to the To Shine Pty Ltd Branding Guidelines.

Keep in mind that what you publish is your responsibility, and failure to abide by these guidelines could hinder your affiliation/membership with To Shine Pty Ltd.

Guidelines for To Shine Pty Ltd representatives

Owners, coaches and other adult members of To Shine Pty Ltd are prohibited from having participants joined to or connected through their personal social media accounts or applications, e.g. Facebook and Instagram.

To facilitate communication, To Shine Pty Ltd may choose to set up official pages/team pages that athletes and parents may join (e.g. friend, follow or like) and coaches can communicate to athletes and parents through that page or site.

To Shine Pty Ltd will ensure that all electronic communication of any kind between coach and athlete will be non-personal in nature and only used for communicating necessary information related to the team or To Shine Pty Ltd.

- **Personal Social Media Sites**

Any adults affiliated with To Shine Pty Ltd may have a personal social media page or site abiding by the following restrictions

- May not invite or allow athlete to friend/follow or join a personal social media account/site or similar online community
- May not private or instant message athletes
- Must inform parents and athletes that the above is not permitted at To Shine Pty Ltd
- It is highly recommended that adults affiliated with To Shine Pty Ltd make their pages “private” to restrict athlete access

- **Reasonable Use**

- Employees/volunteers/contractors of To Shine Pty Ltd, must ensure that personal use of social media does not interfere with work commitments or productivity.

6. Policy Breaches

Individuals or organisations publishing false or misleading comments about another person or organisation may be liable for defamation.

Breaches of this policy include but are not limited to:

- Posting or sharing material that brings, or risks bringing To Shine Pty Ltd, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.
- Using To Shine Pty Ltd’s name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, gym/studios and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- 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 an event or competition would result in a breach of the competition rules.
- Posting or sharing any content in breach of To Shine Pty Ltd commitment to the Australian All Star Cheerleading Federation Buddy Gym/Studio Pledge.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to social media channels that infringes the intellectual property rights of others.

7. Reporting a Breach

If you notice inappropriate or unlawful content online relating to To Shine Pty Ltd or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to Suzanne Lord at To Shine Pty Ltd.

8. Investigation

Alleged breaches of this social media policy may be investigated according to To Shine Pty Ltd’s policies.

Where it is considered necessary, To Shine Pty Ltd may report a breach of this social media policy to police.

9. Disciplinary Process and Consequences

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the procedure outlined To Shine Pty Ltd's relevant policy and contract signed at registration.

Employees of To Shine Pty Ltd who breach this policy may face disciplinary action up to and including termination of employment in accordance with To Shine Pty Ltd employment policy.

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

- Defamation
- Intellectual property laws, including copyright and trade mark 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