Kingborough Little Athletics Centre

Social Media Policy

Review Date:

1 September 2026

Overview and Purpose

The purpose of this social media policy is to provide clear guidelines for members, volunteers and representatives of Kingborough Little Athletics Centre (KLAC), on the appropriate and responsible use of social media. It aims to protect the Centre's reputation, ensure compliance with legal and ethical standards, and promote a consistent and professional online presence across all platforms.

The KLAC Publicity Officer and KLAC Management Committee are responsible for all matters related to this policy.

Coverage

This policy applies to all persons who are involved with the activities of KLAC whether they are in a paid or unpaid/voluntary capacity and include:

- members, including life members of KLAC;
- persons appointed or elected to the KLAC Management Committee and any sub-committees;
- employees of KLAC;
- club coaches, assistant coaches and invited coaches;
- KLAC athletes and visiting athletes;
- KLAC officials and visiting officials;
- all volunteers, photographers, spectators, family, friends who attend or participate in KLAC activities;

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 voting or polls
- 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 as:

1. an officially designated individual representing KLAC on social media; and

2. if you are posting content on social media in relation to KLAC activities that might affect KLAC's core activities, products, services, events, sponsors, members or reputation.

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 KLAC or its activities, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to KLAC may still be regulated by other policies, rules or regulations of KLAC.

Using social media in an official capacity

You must be authorised by KLAC Management Committee before engaging in social media as a representative of KLAC.

As a part of KLAC's, community you are an extension of the KLAC brand.

As such, the boundaries between when you are representing yourself and when you are representing KLAC can often be blurred. This becomes even more of an issue as you increase your profile or position within KLAC. Therefore, it is important that you represent both yourself and KLAC appropriately online at all times.

Guidelines

You must adhere to the following guidelines when using social media related to KLAC or its activities, products, competitions, teams, participants, services, events, sponsors, members or reputation.

1. **Use common sense**
   Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

   When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for KLAC.

2. **Protecting your privacy**
   Be smart about protecting yourself and your 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, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

   Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

3. **Honesty**
   Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. KLAC 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. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. 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.

4. Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of KLAC) 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.

5. Reasonable use

If you are an employee of KLAC you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

6. Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of KLAC's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of KLAC.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by KLAC it is perfectly acceptable to talk about KLAC and have a dialogue with the community, but it is not okay to publish confidential information of KLAC. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our activities, athletes, teams, coaching practices, financial information, disputes etc.

When using social media, 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.

7. 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.

8. Photographs

Photographs of KLAC athletes, officials, volunteers, members and spectators may be taken during KLAC related activities by KLAC approved photographers. These images may be shared on social media platforms or website and may be used for, but not limited to, promotion and advertising purposes.

Such photographs may be published in any medium and labelled with the name of the person/s in the photograph and the event at which the photograph was taken.

If the member wishes for their photograph to not be used for the above mentioned purpose/s, please provide request via email to: secretary@kingboroughlittleathletics.org.au

9. 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.

10. Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and KLAC's own copyrights and brands.

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

11. Discrimination, sexual harassment and bullying

The public in general, and KLAC's 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 may also be bound by KLAC's values and Anti-Discrimination, Harassment and Bullying Policy.

12. Avoiding controversial issues

Within the scope of your authorisation by KLAC, if you see misrepresentations made about KLAC in the media, you may point that out to the relevant authority. 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.

13. Dealing with mistakes

If KLAC makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses KLAC 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.

14. Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership or role at KLAC at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

15. Branding and intellectual property of KLAC

You must not use any of KLAC's intellectual property or imagery on your personal social media without prior approval from KLAC.

KLAC's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on KLAC's official social media sites or website.

You must not create either an official or unofficial KLAC presence using the organisation's trademarks or name without prior approval from KLAC

You must not imply that you are authorised to speak on behalf of KLAC unless you have been given official authorisation to do so by a representative of the KLAC Management Committee.

Where permission has been granted to create or administer an official social media presence for KLAC, you must adhere to the KLAC Branding Guidelines.

16. Right to remove content and block offenders

KLAC has the right to enforce this policy at its discretion. KLAC may remove any content from its social media platforms that it considers to be in breach of this policy and may block repeat offenders.

Policy breaches

Breaches of this policy include but are not limited to:

- Using KLAC's name, motto or logo in a way that would result in a negative impact for the centre 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 KLAC activities would result in a breach of the rules.
- Posting or sharing any content in breach of KLAC's anti-discrimination, racial discrimination, sexual harassment policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing KLAC, its sport, its officials, its volunteers, employees, 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.

Reporting a breach
If you notice inappropriate or unlawful content online relating to KLAC or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

Please report any such breach to: secretary@kingboroughlittleathletics.org.au

Investigation
Alleged breaches of this social media policy may be investigated by KLAC.

Where it is considered necessary, KLAC may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals
Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in KLAC's Code of Conduct.

Employees of KLAC who breach this policy may face disciplinary action up to and including termination of employment in accordance with KLAC Member Protection Policy or any other relevant policy.

This policy should be read in conjunction with the following policies

- Code of Conduct
- Member Protection Policy
- Child Safe Policy
- Privacy Policy
- Acceptable IT Use Policy

Policy Review Date:
1 September 2026

:
Policy review date:1 September 2026