

## KSTP SOCIAL MEDIA POLICY

**POLICY NAME:** KSTP Social Media Policy

**DATE OF ISSUE:** June 2018

**DATE OF REVIEW:** February 2019, January 2020, February 2021

**DATE OF NEXT REVIEW:** February 2022

**CONTROLLING BODY:** KSTP Management

<p>Overview</p>	<p>Social media is changing the way we communicate. 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. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.</p> <p>This policy assists to establish a culture of openness, trust and integrity in all online activities related to Kachan School of Tumbling &amp; Performance (KSTP)</p> <p>This policy contains KSTP’s guidelines for our community to engage in social media use. It also includes details of breaches of the policy.</p> <p>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.</p>
<p>Coverage</p>	<p>This policy applies to all persons who are involved with the activities of Kachan School of Tumbling &amp; Performance, whether they are in a paid or unpaid/voluntary capacity and including:</p> <ul style="list-style-type: none"> <li>• athletes;</li> <li>• employees including coaches, assistant coaches, administration and management;</li> <li>• parents of athletes, family members and spectators.</li> </ul>
<p>Scope</p>	<p>Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.</p> <p>This social media policy applies to platforms including, but not limited to:</p> <ul style="list-style-type: none"> <li>• Social networking sites (e.g. Facebook, Twitter, Google+, Pinterest, etc)</li> <li>• Video and photo sharing websites or apps (e.g. YouTube, TikTok, Vimeo, Instagram, Flickr, Snapchat, etc)</li> <li>• Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)</li> <li>• Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)</li> <li>• Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)</li> <li>• Instant messaging (e.g. Messenger, Instagram, SMS, Skype, Snapchat, WhatsApp, Viber, etc)</li> <li>• Online multiplayer gaming platforms (e.g. Games, Xbox Live, etc)</li> <li>• Online voting or polls</li> <li>• Public and private online forums and discussion boards</li> <li>• Any other online technologies that allow individual users to upload and share content.</li> </ul> <p>This policy is applicable when using social media as:</p>

	<ol style="list-style-type: none"> <li>1. an officially designated individual representing KSTP on social media; and</li> <li>2. if you are posting content on social media in relation to KSTP that might affect our business, services, events, sponsors, members or reputation.</li> </ol> <p>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 KSTP or its business, competitions, teams, participants, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to KSTP may still be regulated by other policies, rules or regulations of KSTP.</p>
Using social media in an official capacity.	<p>You must be authorised by KSTP management before engaging in social media as a representative.</p> <p>As a part of KSTP’s, community you are an extension of our brand. As such, the boundaries between when you are representing yourself and when you are representing KSTP can often be blurred. This becomes even more of an issue as you increase your profile or position. Therefore it is important that you represent both yourself and KSTP appropriately online at all times.</p>
Guidelines	<p>You must adhere to the following guidelines when using social media related to KSTP or its business, competitions, teams, participants, services, events, sponsors, members or reputation.</p>
Use common sense	<p>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.</p> <p>When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for KSTP.</p>
Protecting your privacy	<p>Be smart about protecting yourself and your privacy.</p> <p>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.</p> <p>Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.</p>
Honesty	<p>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. KSTP recommends erring on the side of caution – if in doubt, do not post or upload.</p> <p>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.</p> <p>If you have a vested interest in something you are discussing, point it out. If you make an</p>

	<p>endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.</p> <p>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.</p>
Use of disclaimers	<p>Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of KSTP) 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.</p>
Reasonable use	<p>If you are an employee of KSTP, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.</p> <p>Employees of KSTP are not to follow athletes under the age of 18 on their private social media accounts. The only exception is where a coach is also an athlete and an athlete follow their professional sports page. However, in these circumstances a coach must not partake in any private messages within the platform.</p> <p>If you are a athlete of KSTP, you are not to follow any coach on their private account. The only exception is liking their professional sporting page. However, there is to be no private messaging within the platform.</p> <p>Coaches may follow underage athlete profiles to support them in their training and results but there is to be no communication.</p>
Respect confidentiality and sensitivity	<p>When using social media, you must maintain the privacy KSTP's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of KSTP.</p> <p>Remember, if you are online, you are on the record—much of the content posted online is public and searchable.</p> <p>Within the scope of your authorisation by KSTP, it is perfectly acceptable to talk about KSTP and have a dialogue with the community, but it is not okay to publish confidential information of KSTP. Confidential information includes unreleased product information and unpublished details about our team, coaching practices, financial information etc.</p> <p>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.</p> <p>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.</p>
Gaining permission when publishing a person's identifiable image.	<p>You must obtain permission from an individual to use a direct, clearly identifiable image of that person.</p> <p>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</p>

	to have consent of the owner of copyright in the image.
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.
Abiding by copyright laws	<p>It is critical that you comply with the laws governing copyright in relation to material owned by others and KSTP's own copyrights and brands.</p> <p>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.</p>
Discrimination, sexual harassment and bullying	<p>The public in general, and KSTP's employees and members, reflect a diverse set of customs, values and points of view.</p> <p>You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.</p> <p>When using social media you may also be bound by KSTP's values and Code of Behaviour policies.</p>
Avoiding controversial issues	Within the scope of your authorisation by KSTP, if you see misrepresentations made about KSTP in the media, you may point that out to the club manager at KSTP. 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.
Dealing with mistakes	<p>If KSTP 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 KSTP 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.</p> <p>Should a member pick up on an error that has been posted, the most appropriate way of bringing this to KSTP's attention is by going to the club manager by phone call or text message as soon as sighted.</p>
Conscientious behaviour and awareness of the consequences	<p>Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership or employment at risk.</p> <p>You should always follow the terms and conditions for any third-party sites in which you participate.</p>
Branding and intellectual property	<p>You must not use any of KSTP's intellectual property or imagery on your personal social media without prior approval from KSTP.</p> <p>KSTP's intellectual property includes but is not limited to:</p> <ul style="list-style-type: none"> <li>• trademarks</li> <li>• logos</li> <li>• slogans</li> </ul>

	<ul style="list-style-type: none"> <li>• imagery which has been posted KSTP'S official social media sites or website.</li> </ul> <p>You must not create either an official or unofficial presence using the organisation's trademarks or name without prior approval from KSTP.</p> <p>You must not imply that you are authorised to speak on behalf of KSTP unless you have been given official authorisation to do so by management.</p>
Policy breaches	<p>Breaches of this policy include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Using KSTP's name, motto or logo in a way that would result in a negative impact for the organisation, and/or its members.</li> <li>• Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.</li> <li>• Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.</li> <li>• Posting or sharing any content, which if said in person during training or a competition would result in a breach of the rules of club and/or governing body.</li> <li>• Posting or sharing any content in breach of KSTP's anti-discrimination, racial discrimination, sexual harassment or other similar policy.</li> <li>• Posting or sharing any content that is a breach of any state or Commonwealth law.</li> <li>• Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.</li> <li>• Posting or sharing material that brings, or risks bringing KSTP, 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.</li> <li>• Initiating or going along with conversations with underage students online.</li> </ul>
Reporting a breach	<p>If you notice inappropriate or unlawful content online relating to KSTP or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.</p> <p>Further information about reporting breaches:</p> <ul style="list-style-type: none"> <li>• For a complaint about the misuse of social media relating to training or competition that occurs either prior to, during, or after a competition; refer to KSTP management for them to determine the most suitable cause of action.</li> </ul>
Investigation	<p>Alleged breaches of this social media policy may be investigated according to KSTP's Complaints procedure and policy.</p> <p>Where it is considered necessary, KSTP may report a breach of this social media policy to police.</p>
Disciplinary process, consequences and appeals	<p>Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the KSTP's Complaints policy.</p> <p>Employees of KSTP who breach this policy may face disciplinary action up to and including termination of employment in accordance with KSTP'S Employee Agreement.</p>
	<p>Other legal considerations that may be applicable include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Defamation</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws</li><li>• Anti-discrimination laws</li><li>• Employment laws</li><li>• Advertising standards</li><li>• <i>Charter of Human Rights and Responsibilities Act 2006</i></li><li>• <i>Information Privacy Act 2000</i></li><li>• Equal opportunity laws</li><li>• Contempt of Court</li><li>• Gaming laws</li></ul> |
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