

Golf Australia - Social Media Policy

1.0 Purpose

Social media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content. As a member-based organisation, Golf Australia (GA) recognises the benefits of social media as an important tool of engagement and enrichment for its members.

GA, its member Associations, Districts and Clubs have long histories and are highly respected organisations. It is important that Golf Australia's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with GA, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with GA's stated values and policies.

As such, GA has developed this Social Media Policy to protect, promote and educate the golfing community about use Social Media in a safe and appropriate manner.

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 GA members or staff where the GA member or staff makes no reference to GA or related issues.

2.0 Scope

This policy applies to GA members, staff, committees, squads, teams, event volunteers and other representatives.

Social Media means online interactive platforms that allow people to interact, engage and collaborate. This policy covers all forms of social media. Social media includes, but is not limited to:

- Social network sites (Facebook, Twitter, Instagram, LinkedIn, YouTube, Snapchat etc);
- Video and photo sharing website or apps (YouTube, Vimeo, Flickr, Pinterest, Tumblr etc);
- Blogs, instant messaging (WhatsApp, Facebook messenger etc), social bookmarking, podcasts, media sharing and collaborative editing websites (Google Docs);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites, or customer review sites;

- Taking part in online votes and polls;
- Taking part in conversations on public/private web forums (Reddit, message boards etc);
- Any other forum or technology which might be classified reasonably as social media.

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors or GA as an organisation.

This policy is applicable when using social media as:

1. An officially designated individual representing GA on social media; and
2. If you are posting content on social media in relation to GA that might affect Golf Australia's business, products, services, events, sponsors, members or reputation.

Using social media in an official capacity

You must be authorised by GA and its marketing and communications team before engaging in social media as a representative of GA.

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

3.0 Guiding Principles

The web is not anonymous. GA members, staff and representatives should assume that everything they write can be traced back to them.

As a part of Golf Australia's community, you are an extension of the GA brand.

Due to the unique nature of golf in Australia, the boundaries between a member'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 or say in their capacity as a volunteer for GA. GA considers all of its members as representatives.

Honesty is always the best policy, especially online. It is important that GA members think of the web as a permanent record of online actions and opinions.

When using the internet for professional or personal pursuits, all members must respect the GA brand and follow the guidelines in place to ensure GA's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 5.0 below), or the organisation is brought into disrepute.

4.0 Usage

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

When using social media, GA members, staff and representatives must not:

- Post or create content that is, or has the potential to be, offensive, aggressive, abusive, profane, obscene, intimidating, sexually explicit, hateful, racist, sexist or otherwise inappropriate;
- Exploit platforms to defame, harass, bully, abuse or threaten any other person including GA staff, players officials, or members;
- Contain, or link to, libellous, defamatory or harassing content. This also applies to the use of illustrations or nicknames;
- Post or link to content that contains illegal or indecent content including defamatory, vilifying or misleading and deceptive content;
- Comment in any way that may harm the reputation of members, or other GA staff
- Use social media to air disputes or grievances;
- Comment on, or publish, information that is confidential or in any way sensitive to GA, its affiliates, partners or sponsors; and
- Must not bring the organisation or golf into disrepute.

For GA staff using social media, such use:

- Must not interfere with work commitments.

Furthermore, GA members, staff and representatives may not use the GA brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate; and 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 GA.

5.0 Branding and Intellectual Property (IP)

You must not use intellectual property, imagery or trademarks belonging to GA or any Member Association, District or Club on any personal social media applications without prior approval, except where such use can be considered incidental – where incidental is taken to mean “happening in conjunction with something else.”

Trademarks include:

- State, District, Club and GA logos;
- National and state open logos (Emirates Australian Open, ISPS Handa Women's Australian Open, ISPS Handa Vic Open, Isuzu Queensland Open);
- The "MyGolf", "AO", "WAO" or any other associated slogans/acronyms;
- Images depicting volunteers, staff and/or equipment, except with the permission of those individuals;
- Other GA imagery.

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

You must not imply that you are authorised to speak on behalf of GA unless you have been given official authorisation to do so by the appropriate party.

Where permission has been granted to create or administer an official social media presence for GA, you must adhere to Golf Australia's Brand Guidelines.

6.0 Official Golf Australia (GA) blogs, social pages and online forums

When creating a new website, social networking page or forum for staff/member association use, care should be taken to ensure the appropriate person at a club/district/state level has given written consent to create the page or forum.

Similarly, appropriate permissions must be obtained for the use of logos or images. Images of minor children may not be replicated on any site without the written permission of the child's parent and/or guardian.

For official GA blogs, social 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;
- GA employees must not use GA online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

7.0 Consideration towards others when using social networking sites

Social networking sites allow photographs, videos and comments to be shared with millions of other users. GA members, staff and representatives must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private GA event will not appear publicly online. In certain situations, GA members or staff could potentially breach the privacy act or inadvertently make GA liable for breach of copyright.

GA members or staff should be considerate to others in such circumstance and should not post information when they have been asked not to or consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

Under no circumstance should offensive comments be made about GA members or staff online.

8.0 Breach of policy

GA, its Member Associations, Districts and Clubs continually monitor online activity in relation to the organisation and its members. Detected breaches of this policy should be reported to GA.

If detected, a breach of this policy may result in disciplinary action from GA. A breach of this policy may also amount to breaches of other GA policies. This may involve a verbal or written warning or in serious cases, termination of your employment or engagement with GA. GA members may be disciplined in accordance with GA disciplinary regulations.

Reporting a breach

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

9.0 Consultation or advice

This policy has been developed to provide guidance for GA members, staff and representatives in a new area of social interaction. GA members or staff, who are unsure of their rights, liabilities or actions online and seek clarification, should contact GA.

Version control

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10.0 Social Media Acceptable Use Policy

GA welcomes all comments on our social media channels, including Facebook, Twitter, Instagram and YouTube. We want to hear from our fans about what they love about Golf Australia, our players, coaches, programs and achievements.

You are welcome to express your views, comments, ideas, insights, and criticisms about Golf Australia.

At the same time, you should show courtesy and respect to others and must not use our social media channels to abuse others, expose others to offensive or inappropriate content, or for any illegal purpose.

When using our social media channels, please ensure that you:

- Protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (email addresses, private addresses or phone numbers);
- Represent your own views and not impersonate or falsely represent any other person;
- Are not abusive and do not harass or threaten others;
- Do not make defamatory or libelous comments;
- Do not use insulting, provocative, obscene, offensive or hateful language;
- Do not post material to social media channels that infringes the intellectual property of others;
- Do not post multiple versions of the same view to our social media channels or make excessive postings on a particular issue;
- Do not promote commercial interests in your posts to our social media channels;
- Do not include internet addresses or links to websites, or any email addresses in your post.

GA reserves the right to enforce this Acceptable Use Policy at its discretion. GA may remove any posted messages that it considers to be in breach of the Policy. If you have any questions about this policy, please contact us at info@golf.org.au.

Social media privacy statement

GA may record any information posted to one of our social media channels (including Facebook, Twitter, Instagram, YouTube) and may use that information for the purpose of administering its social media channels and considering and/or addressing any comments made. No attempt will be made to further identify users of our social media channels except where authorised by law. GA is not responsible for the privacy practices or content included on our social media channels or any linked websites. For further information contact us at info@golf.org.au.