



# **Social Media Policy**

NATIONAL POLICY



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## SOCIAL MEDIA POLICY

### 1. Purpose

- 1.1. Tennis Australia (**TA**) encourages the positive use of Social Media, as a tool for the tennis community to engage, interact, communicate, learn and innovate online. When done in a healthy, positive and constructive manner, TA acknowledges the many benefits of using Social Media to share and consume content.
- 1.2. TA recognises that along with those benefits, there are associated risks. Inappropriate Social Media use can have a significant negative impact on members of the tennis community, damage the reputation of TA or its sponsors and stakeholders, bring the sport of tennis generally into disrepute and/or otherwise tarnish TA's brands. TA understands the potential online dangers presented by Social Media, including the risk of cyberbullying, invasion of privacy and exposure to inappropriate content to players, officials, members, sponsors and other tennis stakeholders.
- 1.3. TA has developed this Social Media Policy (**Policy**) to establish the responsibilities and expectations of Personnel when they use Social Media. This Policy will provide the key principles for enabling healthy and positive Social Media engagement.
- 1.4. The aim of TA and this Policy is to protect, promote and educate the tennis community about using Social Media in a safe and appropriate manner.
- 1.5. Whilst this Policy should give the tennis community confidence and freedom to use Social Media, it is ultimately each individual's responsibility to comply with this Policy and make informed choices on how to engage with others on Social Media.

### 2. Application

- 2.1. This Policy applies to all individuals and organisations who are bound by TA's Member Protection Policy (**Personnel**).
- 2.2. All Personnel have the responsibility to comply with the conditions of Social Media use set out in this Policy, report any breaches of this Policy and endeavour to have a respectful online presence.
- 2.3. ATOs must:
  - (a) adopt and comply with this Policy; and
  - (b) recognise and enforce any sanction(s) imposed under this Policy.
- 2.4. This Policy is to be read in conjunction with TA's Member Protection Policy, Safeguarding Children Code of Conduct, Code of Behaviour: Competitive Play, Disciplinary Policy, Online Systems – Conditions of Use, Anti-Doping Policy, Tennis Anti-Corruption Program, and TA's People and Culture Policies (**Other TA Policies**) as amended from time to time.
- 2.5. Where there is any inconsistency between this Policy and the Other TA Policies, the Other TA Policies shall prevail to the extent of any such inconsistency. Conduct which may amount to a breach of this Policy may also amount to a breach of the Other TA Policies. This Policy operates in conjunction with Other TA Policies. If there is an alleged breach of this Policy and Other TA Policies, action may be taken under this Policy and/or one or more applicable Other TA Policies.

- 2.6. If anything in this Policy is inconsistent with any Federal, State or Territory law, the relevant Federal, State or Territory law prevails to the extent of the inconsistency.

### 3. Definitions

- 3.1. Capitalised terms used, but not defined in this Policy have the meaning given to them in Other TA Policies.
- 3.2. The terms below have the following meanings in this Policy:

**Australian Tennis Organisation (ATO)** includes Tennis Australia, Member Associations, Affiliated Organisations, Regional Associations and Affiliated Clubs.

**Child/ren** are any individuals under 18 years of age.

**Nominated Official** means the specified person of an ATO appointed by TA to administer disciplinary matters relating to this Policy.

**Social Media** includes, but is not limited to:

- (a) social networking sites (e.g. Facebook, Snapchat, LinkedIn and Yammer);
- (b) video and photo sharing platforms (e.g. YouTube, Instagram, TikTok, Vimeo, Flickr and Pinterest)
- (c) blogs, micro-blogging and activity stream sites (e.g. Tumblr, WordPress, Twitter and Reddit);
- (d) online collaborative editing websites (e.g. Wikipedia, Google Docs);
- (e) podcasting (e.g. iTunes, Spotify and SoundCloud);
- (f) email and instant messaging (e.g. Whatsapp and Facebook Messenger);
- (g) virtual communities;
- (h) online dating apps (e.g. Tinder and Hinge);
- (i) online gaming networks and platforms (e.g. Discord and Twitch);
- (j) any other platform, application or forum which might be classified reasonably as social media as the term is generally understood; and
- (k) any other forum available for public comment (including discussion boards, private web forums or review sites).

### 4. Guiding Principles

- 4.1. All Personnel are encouraged to actively and appropriately participate online and engage on Social Media. This engagement is underpinned by the following principles and objectives:
- (a) Personnel have a responsibility to promote online e-safety and behave on Social Media with respect and integrity. Just as in the face-to-face world, any conduct in breach of the

responsibilities and expectations set out in this Policy may jeopardise TA's commitment to ensuring a safe, welcoming and inclusive environment, and cause harm to others. Personnel should strive to create the sort of community on Social Media that they want to work, live and play in.

- (b) In instances where Personnel are unsure as to whether or not the content they wish to share on Social Media is appropriate, seek advice from others before doing so, or in the interest of erring on the safe side, refrain from sharing the content.
- (c) The internet and Social Media is not anonymous. Personnel should assume that anything they post, create, link, write or say online and on Social Media can be traced back to them.
- (d) Due to the nature of Social Media, the boundaries between individual's professional and personal life can often be blurred online. Personnel must respect TA, its events, activities, and other members of the tennis community and ensure TA, its sponsors and stakeholders, and/or the sport generally is/are not brought into disrepute.
- (e) Personnel should endeavour to be diligent about protecting themselves and their privacy when engaging on Social Media. Accordingly, Personnel should report any harmful content on Social Media and/or breaches of this Policy, and check Social Media privacy settings.

## 5. Conditions of using Social Media

### 5.1. When using Social Media, Personnel must not:

- (a) post, create, share or link to content that is, or has the intention to be, threatening, illegal, aggressive, abusive, profane, obscene, intimidating, sexually explicit, hateful, racist, sexist, discriminatory or otherwise inappropriate;
- (b) exploit platforms to harass, bully, abuse or threaten any other person, including TA staff, players, officials or members of an ATO;
- (c) exploit platforms to seduce, groom or inappropriately engage with Children;
- (d) expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful including in relation to TA/MA staff, players, officials or members of an ATO;
- (e) impersonate or falsely represent any other person;
- (f) post inaccurate, misleading, deceptive or fraudulent content;
- (g) make defamatory comments or posts;
- (h) post material that infringes the intellectual property rights of others or breaks any other law including privacy, defamation or harassment;
- (i) post content that interferes with the conduct of any event run by TA or with the roles and responsibilities of TA as the peak body for tennis in Australia;
- (j) post content that violates security measures instituted at any TA, or other ATO, facility or content of contractual agreements with TA, an ATO or TA's sponsors and stakeholders;

- (k) comment in a way that may harm the reputation of other Personnel, or an ATO's or TA's sponsors and stakeholders;
- (l) use Social Media platforms as a forum for disputes or grievances;
- (m) use TA, the Australian Open or affiliated brands (including sponsors and suppliers) to endorse or promote any product or service, opinion, cause or political candidate;
- (n) use videos or images of others without express prior permission;
- (o) bring TA or the sport into disrepute or otherwise compromise the effectiveness of TA;
- (p) post or share any material that is a breach of any State, Territory and/or Commonwealth law;
- (q) be in breach of any Other TA Policies; and/or
- (r) publish, post or release information that is considered confidential and not for the public.

5.2. When posting on any TA Social Media platform, Personnel must not:

- (a) promote their commercial interests in any manner;
- (b) make excessive postings on a particular issue or post multiple versions of the same opinion or information so as to pose a nuisance to others;
- (c) post internet addresses, links to websites or organisations unless authorised by TA; include personal information in posts (for example email addresses, private addresses or phone numbers); and/or
- (d) identify and discuss other people and tennis specific business including players, officials or coaches unless they have their explicit written permission to do so.

5.3. If a Personnel posts content which breaches this Policy on their personal Social Media platform/s, they may still be held accountable for such a breach if they have a publicly distinguishable connection to TA or an ATO and that connection is reasonably identifiable.

5.4. Personnel who communicate their opinions and any other materials on Social Media do so at their own risk. Personnel may be held personally liable for any commentary and/or material that appears on their personal Social Media.

## 6. If you are concerned speak up

6.1. If Personnel are genuinely concerned that conduct may amount to a breach of this Policy, they should speak up. TA encourages Personnel to report any use of Social Media which they suspect breaches this Policy.

6.2. If any person considered that this Policy has been breached, they may make a report to:

- (a) a Member Protection Integrity Officer (**MPIO**) of an ATO;

- (b) a TA Integrity Officer (via email to [Integrity@tennis.com.au](mailto:Integrity@tennis.com.au) or by completing the [online form](#)); or
- (c) TA's Whistleblower Service, Stopleveline (via phone on 1800 117 233, email to [tennis@stopleveline.com.au](mailto:tennis@stopleveline.com.au) or their [website](#)).

(in each case, a **Report**)

- 6.3. Following receipt, the Report must be registered with the TA Integrity and Compliance Unit (**TAICU**) in TA's online Complaint Management System (**CMS**).
- 6.4. The TAICU has the power to investigate any alleged breach of this Policy and make a determination as to whether a breach has occurred and the appropriate response to the breach.
- 6.5. An alleged breach of this Policy will be managed in accordance with the complaint handling processes set out in TA's Member Protection Policy (**MPP**). The MPP is located and available for download [here](#).
- 6.6. Accordingly, any alleged breach of this Policy will be categorised as either a Vexatious, Baseless or Trivial, Category A, or Category B breach in accordance with the list of factors set out in clause 10.11 of the MPP. The TAICU can also make a different categorisation, namely that the alleged breach does not require any further action, if it believes that one or more of the factors set out in clause 10.13 of the MPP is/are applicable to the Report.
- 6.7. Depending on the categorisation of the alleged breach, the complaint will be handled in accordance with the relevant Section of the MPP. For example, if an alleged breach of this Policy is categorised by TAICU as a Category A breach it will be managed in accordance with the provisions set out in Section 12 of the MPP, or alternatively, if categorised by TAICU as a Category B breach it will be managed in accordance with the provisions set out in Section 13 of the MPP.

## 7. Breaches and suspected breaches of this Policy

- 7.1. In circumstances of a suspected breach of this Policy, TA may:
  - (a) make a necessary public comment such as a correction, clarification, contradiction or apology in regards to the breach; and/or
  - (b) report the suspected breach to the Police and/or relevant government agency (i.e. eSafety Commissioner) for further investigation.
- 7.2. In circumstances of a breach of this Policy, TA may:
  - (a) make a necessary public comment such as a correction, clarification, contradiction or apology in regards to the breach;
  - (b) issue a formal warning to the Personnel responsible for the breach and insist that the content be removed and an apology be made to the individual/s affected (if any);
  - (c) deal directly with any Social Media provider to remove any posted material that TA considers to be in breach of this Policy;
  - (d) report the breach to the Police and/or relevant government agency (i.e. eSafety Commissioner); and/or

(e) take any disciplinary action available to it under one or more of the Other TA Policies.

7.3. In circumstances where there has been a breach of this Policy on a TA Social Media platform, TA may also:

- (a) remove the offending post and any other content from the relevant TA Social Media page;
- (b) insist on the Personnel removing the post from their personal Social Media pages; and/or
- (c) deal directly with any Social Media provider to remove any posted material that it considers to be in breach of this Policy.

## 8. Social Media and Privacy Law

8.1. TA may record any information posted on Social Media, including those operated by TA, and may use that information for the purpose of administering TA Social Media, or any other purpose consistent with TA's objectives. Any record of personal information under this Policy will be undertaken in accordance with the Tennis Privacy Policy which may be viewed [here](#).

8.2. TA strongly recommends that all Personnel protect their own privacy by not including personal information in Social Media communications such as personal email addresses, residential addresses or telephone numbers. TA will not accept any responsibility for any personal information that is posted or communicated by Personnel on Social Media.

## 9. Resources

9.1. The eSafety Commissioner provides a wide range of online safety programs and resources. eSafety has established accessible reporting mechanisms for Australians experiencing online bullying or cyber abuse, to make a complaint and take action. Find out more [here](#).

9.2. 'Play by the Rules' provides information, resources, tools and free online training to increase the capacity and capability of administrators, coaches, officials, players and spectators to assist them in preventing and dealing with discrimination, harassment and child safety issues in sport. Find out more [here](#).

9.3. The Australian Federal Police is dedicated to preventing all Australians from becoming victims of online crime by empowering them to use technology safely and responsibly. For more information click [here](#).

## 10. Review and promotion

10.1. This Policy will be reviewed on a regular basis. In addition to this regular review, recommendations for changes to this Policy may be submitted to the TAICU via [integrity@tennis.com.au](mailto:integrity@tennis.com.au) for consideration. If changes are made, the Policy will be updated via TA's website.

10.2. This Policy will be made available to the general public on TA's website and will be communicated to all Board and staff members of TA and all ATOs.

10.3. Should a person wish to make any enquiries in relation to this Policy, please contact the TAICU via [integrity@tennis.com.au](mailto:integrity@tennis.com.au).



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Tennis acknowledges the Traditional Custodians of the land on which we work, rest and play, and pay our respect to Elders past and present.