

**NATIONAL
POLICY**



**SOCIAL MEDIA
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1. Purpose

- 1.1 Tennis Australia Limited (**TA**) encourages the use of Social Media, and recognises and appreciates the value of Social Media as a tool for the tennis community to engage, interact, communicate, learn, share and drive innovation. As most Social Media is shared in the public realm, it is important that members of the tennis community conduct themselves appropriately whilst using Social Media. It is also vital that the valuable reputations of TA, Australian Tennis Organisations (**ATOs**), sponsors and other TA stakeholders are protected.
- 1.2 As such, TA has developed this Social Media Policy (**Policy**) to protect, promote and educate the tennis community about using Social Media in a safe and appropriate manner.
- 1.3 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. Scope

- 2.1 This Policy applies to and binds all individuals described in clause 3.1 of TA's Member Protection Policy (**Tennis Participants**).
- 2.2 This Policy is to be read in conjunction with TA's Code of Behaviour Tournaments and Weekly Competitions, Member Protection Policy, Disciplinary Policy, Anti- Doping Policy, Tennis Anti-Corruption Program, and TA's Human Resources Policies (**Other TA Policies**). 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.
- 2.3 Unless the context otherwise requires, capitalised terms used, but not defined, in this Policy shall have the meaning given to that term in TA's Member Protection Policy.
- 2.4 Any penalty imposed upon a Tennis Participant under this Policy must be recognised and enforced by other ATOs.
- 2.5 A breach of this Policy also may amount to a breach of the 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 In this Policy:

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

Child/ren means anyone under the age of 18.

Nominated Official means the person appointed by TA to administer disciplinary matters relating to this Policy.

Social Media means online interactive platforms that allow people to interact, connect or collaborate. For the purposes of this Policy, Social Media, includes but is not limited to:

- (a) Facebook, YouTube, Twitter, Instagram, Myspace, Yammer, Snapchat, Foursquare, LinkedIn, Wikipedia, Flickr and similar platforms;
- (b) blogs, social networking sites, instant messaging (including Whatsapp and Facebook chat), social bookmarking, podcasting, media sharing and collaborative editing websites (such as Google Docs);
- (c) any other forum which might be classified reasonably as social media as the term is generally understood; and
- (d) any other forum available for public comment (such as Reddit).

4. Conditions of using Social Media

4.1 When using Social Media, Tennis Participants must not:

- (a) 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;
- (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 role's 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 Tennis Participants, another member of TA or an ATOs or TA's sponsors and stakeholders;

- (l) use Social Media platforms as a forum for disputes or grievances;
 - (m) use TA, 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; or
 - (o) publish, post or release information that is considered confidential and not for the public (if it seems confidential, it probably is).
- 4.2 When posting on any TA Social Media platform, Tennis Participants 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;
 - (d) include personal information in posts (for example, email addresses, private addresses or phone numbers); and
 - (e) identify and discuss other people and tennis specific business including players, officials or coaches unless they have their explicit written permission to do so.
- 4.3 If a Tennis Participant 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 connection to an ATO and that connection is reasonably identifiable.

5. Breaches and suspected breaches of this Policy

- 5.1 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; or
 - (b) report the suspected breach to any local authority for further investigation.
- 5.2 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 Tennis Participant 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) if the breach amounts to a breach of the law, report the matter to any local authority or wronged party; or

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

5.3 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 Tennis Participant removing the post from their personal Social Media pages; and
- (c) deal directly with any Social Media provider to remove any posted material that it considers to be in breach of this Policy.

5.4 Tennis Participants who communicate their opinions and any other materials on Social Media do so at their own risk. A Tennis Participant 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 TA encourages Tennis Participants to report any use of Social Media which may be in breach of this Policy. Details of alleged breaches of this Policy can be registered through the online Complaint Management System (CMS) of the TA Integrity and Compliance Unit (**TAICU**) (<https://integrity.tennis.com.au/ICCMS/complaint.aspx>) or through TA's independent Whistle-blower service (www.stopline.com.au).

6.2 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.

7. Social Media and Privacy Law

7.1 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 at <http://www.tennis.com.au/privacy>.

7.2 TA strongly recommends that all Tennis Participants 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 a Tennis Participant on Social Media.

8. Resources

8.1 This Policy should be read in conjunction with:

- (a) The Other TA Policies (including TA's Participation and Online Systems Terms and Conditions and TA's Whistleblower Policy); and
- (b) TA's Safeguarding Children Guidelines.

- 8.2 *'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, <https://www.playbytherules.net.au/got-an-issue/social-media>.
- 8.3 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, <https://www.afp.gov.au/what-we-do/crime-types/cyber-crime>.

9. Information for Children

- 9.1 'Think U Know Australia' is a partnership between the Australian Federal Police, Microsoft Australia, Commonwealth Bank and Datacom which aims to raise awareness among parents, carers and teachers of the issues that Children face online. The website provides information on the technologies and applications Children use to have fun online, the risks they may face and how to stay in control, and how to report when things go wrong, <http://thinkuknow.org.au>.
- 9.2 The Office of the eSafety Commissioner provides educational resources and an avenue for lodging complaints of cyberbullying specifically for Children, <https://www.esafety.gov.au/esafety-information/esafety-issues/cyberbullying>.

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