



## SOCIAL MEDIA POLICY

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## 1 - INTENT

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Table Tennis Queensland recognises and acknowledges that social media is an important mode of communication between members. To that end, Table Tennis Queensland encourages members to participate in social media and share their experiences in the sport of table tennis.

However, the public reputation of Table Tennis Queensland is valuable and so are the public reputations of members, sponsors and stakeholders. Thus, Table Tennis Queensland seeks to prevent any communication on social media that is defamatory, obscene, proprietary, and/or misrepresentative of Table Tennis Queensland or posted for commercial purposes.

## 2 - SCOPE

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This policy is implemented to:

- Promote and encourage appropriate use of social media by members of Table Tennis Queensland; and
- Govern the terms of use by members of any Table Tennis Queensland controlled social media.

The policy applies to anything posted online where information is shared that might affect members, colleagues, sponsors or Table Tennis Queensland as an organisation and the reputation of the sport in general.

This policy describes the principles to follow when using social media; however does not apply to the personal use of social media platforms by Table Tennis Queensland members or staff that makes no reference to the sport of Table Tennis.

## 3 - SOCIAL MEDIA

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Social media refers to interactive electronic forums or online media where persons are communicating, posting, participating, sharing, networking, or bookmarking.

For the purposes of this policy, social media extends to:

- Electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the member alone;
- Facebook, YouTube, Twitter, MySpace, LinkedIn, Wikipedia, Flickr, Instagram, and related domains;
- Blogs, social networking sites, instant messaging, social bookmarking, media sharing, and collaborative editing websites;
- Any other forum which might reasonably be classified as social media as that term is generally understood;
- Any other electronic or computer-related forum for public comment.

## **4 - RESPONSIBILITY FOR COMMENT**

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If a member makes public comment, whether using social media or some other forum, the member is solely responsible for that comment.

Members who communicate their opinions and or post materials on social media do so at their own risk.

Table Tennis Queensland advises due caution when posting photos of players and related table tennis content on social media channels.

## **5 - PROHIBITIONS**

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When using social media, a member must not:

- Abuse others or expose others to content that is offensive, inappropriate, or for an illegal purpose;
- Impersonate or falsely represent any other person, including Table Tennis Queensland or another member;
- Abuse, bully, harass, or threaten any other person, including Table Tennis Queensland or another member;
- Make defamatory or libellous comments;
- Use obscene, offensive, insulting, provocative, or hateful language;
- Post material that infringes the intellectual property rights of others;
- Intrude upon the privacy of other members of Table Tennis Queensland without the consent of such members;
- Interfere with the conduct of any event run by Table Tennis Queensland or with the role and responsibilities of Table Tennis Queensland as the peak body for the sport of table tennis in Queensland;
- Violate security measures instituted at any facility of Table Tennis Queensland; or
- Comment in any way that may be reasonably construed as harming the reputation of Table Tennis Queensland, including its members, sponsors and stakeholders.

When using Table Tennis Queensland's social media platforms, a member must not:

- Make excessive postings on a particular issue or post multiple versions of the same opinion or information;
- Promote commercial interests; or
- Without prior authority, post internet addresses, links to websites, email addresses, or other personal information.

## **6 - REPORT OF BREACH**

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Table Tennis Queensland regularly monitors online activity as it relates to the sport of table tennis in Queensland. However, Table Tennis Queensland encourages members to report detected breaches or suspected breaches of this policy, particularly any use of social media which is likely to harm the reputation of Table Tennis Queensland or the sport in the state of Queensland.

## **7 - BREACH OF POLICY**

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In circumstances of a breach or suspected breach of this Policy, Table Tennis Queensland may:

- Make a necessary public comment, such as a correction, clarification, contradiction, or apology;
- Issue a formal warning;
- Report any breach of any law to any local authority or wronged party;
- Take disciplinary action under the governing Constitution or any policy, regulation or by-law made thereunder; or
- Exercise any available right at law.

Table Tennis Queensland expressly reserves the right to take any action, including dealing directly with social media providers, to remove any posted material that it considers to be in breach of this Policy.

## **8 - POSTED CONTENT**

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For content that is covered by intellectual property rights, each person (including a member) agrees to give Table Tennis Queensland a free license to use any intellectual property content that is uploaded by that person (including a member) on any Table Tennis Queensland controlled or operated social media platform. Table Tennis Queensland may use such intellectual property content for, but not limited to, the purpose of promoting the sport of table tennis.

## **9 - PRIVACY**

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Table Tennis Queensland may record any information posted to social media platforms operated by Table Tennis Queensland and may use that information for the purpose of administering such social media platforms or any other purpose consistent with the objectives of Table Tennis Queensland.

Table Tennis Queensland will make all efforts possible in protecting the identity & privacy of individuals on TTQ social media channels.