
Northern Territory Rifle Association Inc.



Social Media Policy

NORTHERN TERRITORY RIFLE ASSOCIATION

SOCIAL MEDIA POLICY

Short description:

This policy aims to provide guiding principles to follow when using electronic communications and social media.

All Northern Territory Rifle Association (NTRA) affiliated Clubs and individual members, including players, coaches, umpires and officials are covered by this policy.

Introduction

In this era of social media and enhanced electronic communication there is the increased risk to do or say things that others might take offence too.

NTRA recognises the importance of the increased usage of electronic mediums to communicate, and encourage responsible and ethical online behaviour.

Due to the immediate nature of communication to a wide audience using channels such as Facebook, Twitter, and Instagram, participants need to be very mindful of a few key matters that could lead to inappropriate use of new media, at times unintended, and at other times without a proper understanding that once comments are made or published, they are in the public arena for a long time, and hard to retract.

This policy sets out a framework for acceptable online behaviour where communications involve NTRA members.

Please be aware this policy **does** apply where reference is made to NTRA, even if made on your personal pages. The policy is not designed to restrict fair comment and criticism, but it is designed to ensure fair play in making those comments and criticisms.

Purpose

- NTRA's Social Media Policy has been developed to serve the best interests of its members. Social networking through the use of internet-based and other electronic social media tools are integrated into everyday life. The importance of the internet has been recognised within the Sport to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and partners.

- NTRA is committed to supporting member's rights to interact knowledgeably and socially through electronic communication, blogging, wikis and interaction in Social Media.
- This policy provides guidelines to assist to open a respectful and knowledgeable interaction with people on the internet. It also protects the privacy, confidentiality and interests of current and potential athletes.

Scope

This policy covers all forms of electronic communications and social media. Electronic communications and social media include, but are not limited to:

- SMS and emails;
- Websites;
- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Skype or MySpace);
- Micro-blogging sites e.g. Twitter;
- Content sharing including Instagram (photo sharing), YouTube and Vimeo (video sharing);
- Weblogs, including corporate blogs, personal blogs or blogs hosted by traditional media publications;
- Taking part in conversations on public and private web forums (message boards); or
- Reposting content (re-tweeting & sharing).

The intent of this policy is to include anything posted online or communicated electronically where information shared might affect Association members, sponsors or NTRA as an organisation.

Guiding Principles

- The web is not anonymous. Users should assume that everything they write can be traced back to them.
- Honesty is always the best policy, especially online. It is important that users think of the web as a permanent record of online actions and opinions. Even when an item is deleted from a particular site it continues to exist in some form somewhere.
- When using the Internet for professional or personal pursuits, users must respect the NTRA brands and follow the guidelines in place to ensure NTRA's intellectual property or its relationships with sponsors and stakeholders is not compromised, or the organisation is brought into disrepute.

Usage

For Association members using electronic communications or social media, such use:

- Must not contain, or link to defamatory or harassing content;

- Must not use offensive, provocative or hateful language;
- Must not post provocative or sexual images;
- Must not make threats of any kind to other users;
- Must not post comments or images containing any alcohol or drug reference;
- Must not bring the organisation into disrepute;
- Must not unfairly criticise NTRA or a member, official or volunteer;
- Must not comment on, or publish information that is confidential or in any way sensitive to NTRA, its members, officials, volunteers, partners or sponsors.

For NTRA representative athletes, coaches and support staff using electronic communications or social media, such use:

- Must not comment on player injuries, team tactics, team morale, coaching decisions or umpires;

Caution recommendations

- Do not include personal information of yourself or others on social media channels;
- Use your best judgment – do not publish something that makes you the slightest bit uncomfortable, and never write/publish if you are feeling emotional or upset (or are intoxicated or have recently taken medication);
- Never post a photo of a child or young person without permission from the child's parent or guardian;
- Never comment on rumours, do not deny or affirm them or speculate about rumours;
- Never engage in public debate where you could bring the organisation or teams into disrepute;
- Avoid making statements which could cause public debate and bring unnecessary attention to the sport or organisation;
- Always use social network forums to add value and promote the sport in a positive way.

Branding and Intellectual Property (IP)

It is important that any trademarks belonging to NTRA, member clubs and associations, sponsors and supporters are not used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”). Trademarks include:

NTRA logos (Only NTRA has the right to use their logos in any form, including on social media unless express permission is granted. If such permission is granted, then the person using the logo must adhere to the Logo usage guidelines which can be provided by contacting the Public Officer at NTRA);

Images depicting volunteers, staff and/or equipment, except with the permission of those individuals are not to be used.

Consideration towards others when using social networking sites

- Social networking sites allow photographs, videos and comments to be shared with thousands of other users. Respondents to this policy must recognise that it may not be appropriate to share photographs, videos and comments in this way;
- Respondents to this policy 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 NTRA athletes, coaches, staff, volunteers, support staff, Member clubs and Associations or Officials.

Consultation or Advice

This policy has been developed to provide guidance for Association members in a new area of social interaction.

Members of the Association who are unsure of their rights, liabilities or actions online and seek clarification, should contact NTRAs Public Officer.

Complaints

If an NTRA athlete, coach, staff member, support staff member, volunteer, Member club or Association or Official considers that any other member has breached this policy, that person or entity should report that concern, in writing, to NTRA's Public Officer.

Breach of Policy

NTRA continually monitors online activity in relation to the organisation and its staff, members, volunteers and supporters. Detected breaches of this policy should be reported to NTRA's Public Officer.

If detected, a breach of this policy may result in disciplinary action from NTRA. A breach of this policy may also amount to breaches of other NTRA policies and contracts. This may involve a verbal or written warning or in serious cases, termination of membership or engagement with NTRA.

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LAST AMENDED	N/A