



# Website & Social Media Policy

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## 1. PURPOSE

As the regional governing body, Oceania Gymnastics Union (OGU) seeks to maximise the profile and good reputation of the sport of gymnastics in Oceania through positive coverage of OGU, its events, programs and athletes of its member federations.

By engaging with the media and the community, OGU aims to continue to build awareness of the sport of gymnastics, profile of athletes and OGU initiatives, products and services.

The objective of this policy is to achieve an understanding of the use of social media during events, activities and day to day engagement with the public via social media.

This policy identifies protocols for the use of key communication assets including social media and the OGU website, the expectations of content and indicates inappropriate usage. This policy aims to ensure OGU speaks with an authoritative and single voice on all matters pertaining to its operations, brand and values.

Individuals and organisations engaging with OGU social media services through the viewing of content and/or the posting or uploading of any video, photo or personal information, in whatever format, must ensure that the data (using the widest context of its meaning) is not in breach of the laws that govern social media use within their own country.

## 2. SCOPE

This policy is binding on the OGU Board and its personnel (including paid and voluntary personnel). The Board may review, amend and enforce this policy as it deems necessary or appropriate.

Member Federations of OGU should use this policy as a guide.

## 3. WHAT IS SOCIAL MEDIA?

Social media provides a wide variety of opportunities for OGU to connect with its existing community and generate broader public awareness of the sport of gymnastics. Social media incorporates a large range of websites that facilitate the sharing of online user generated content. These websites extend to social media, social networking and social news and account for the vast majority of all online content.

This policy covers all forms of social media, including but not limited to:

- Social networking sites: Facebook, Twitter, Google+, Pinterest, LinkedIn, Tinder
- Social media sites: YouTube, Instagram, Viber, Snapchat,
- Social news: Blogger, Reddit, Slideshare.
- Other: Wikis, forums and discussion boards.

## 4. PRINCIPLE AND CONTEXT

This policy is intended to provide clarity to OGU personnel on the appropriate use of social media and the OGU website.

OGU embraces and encourages the use of social media as a corporate and community awareness building tool provided that the comments are not for individual commercial and or advertising purposes. Social media is not to be used to create or imply any unauthorised release of information that may be associated with any official announcement or incident.

The use of social media by any individual OGU personnel (paid or voluntary) must not bring OGU and or its member federations into disrepute.

## 5. GENERAL GUIDELINES FOR USING SOCIAL MEDIA

OGU encourages the use of social media for private use however users are reminded that all participation must be indicative of individual opinion and must not engage OGU into matters of disrepute. In addition, any personal use of social media must not interfere with OGU work and voluntary commitments. Users should carefully consider if social media is the appropriate communication channel and avoid posting any statement on social media if it is not intended for wide public distribution.

Representatives of OGU are obligated to keep information confidential regarding any announcements from OGU covering any topics, such as sponsorship deals, election outcomes, member federation national squad information and/or national team selection.

In adherence to the OGU Child Safe Code of Conduct, OGU personnel shall not interact privately on social media or via electronic communication with a child.

When using social media, OGU personnel must ensure that communication complies with the Oceania Gymnastics Union Privacy, Child Safe and People Protection Policies. A link to OGU's Privacy Policy will be posted on all OGU social media websites. The policies of OGU can be found on the OGU website at this link: <https://oceaniagymnastics.org/about-us/policies/>

Communication must also comply with the Australian Privacy Act 1988  
<https://www.legislation.gov.au/Details/C2014C00076>

All content posted to OGU's social media sites is to be reviewed by OGU's Secretary General or Media and Communications Coordinator whenever possible, prior to posting.

## 6. AUTHORISED REPRESENTATIVES OF OGU ON SOCIAL MEDIA

Whilst social media use for private purposes is encouraged, limited OGU personnel are authorised to represent OGU on social media. Authorised representatives are:

- President
- Secretary General
- Media and Communications Coordinator
- Relevant Event Director

## 7. TARGETED RESPONSE TIMES

Where a reply is necessary, enquiries received via social media and the OGU website should be responded to within 48 hours by the Secretary General or an authorised representative of OGU. Due to the immediacy of social media, where possible, enquiries should be responded to within 1 business day.

## 8. INAPPROPRIATE USE OF SOCIAL MEDIA

Social media presents a raft of legal and reputational challenges for all organisations, including OGU. Inappropriate use of social media can not only damage the OGU brand but also lead to defamation, copyright and privacy issues. Once comments are made or published on social media, they are available to the public for a long time and are extremely difficult to retract.

Inappropriate use of social media includes but is not limited to:

- Using discriminatory, defamatory, abusive or otherwise objectionable language;
- Accessing, downloading or transmitting any kind of sexually explicit material, violent images including graphic images of blood or gore (without medical purpose);
- Impersonating another person on social media;
- Accessing, downloading or transmitting hate speeches and overt racism; material extolling the inherent or moral superiority or inferiority of a particular race, ethnic group, or sexual orientation; racial epithets; or religious bigotry;
- Compromising the privacy of any person;
- Bullying, harassment and unwanted and improper comments and statements in all forms;
- Using services for personal political purposes;
- The release of commercially sensitive information (such as team selection, event results or athlete announcements);
- Disruption of the integrity of official procedures in relation to Olympic Games selection, national team selection or major incidents which require confidentiality; and
- Posting any unauthorised material.

## 9. SOCIAL MEDIA CONTENT GUIDELINES AND RECOMMENDATIONS

Oceania Gymnastics Union must maintain a professional tone of voice on social media at all times and be respectful of all community members.

When commenting or posting on behalf of OGU in social media, the following content guidelines must be abided by:

- Always be open and transparent about who you are and who you are speaking on behalf of;
- Ensure posts are honest representations of the context and the facts. All posts must be accurate and any errors must be corrected as soon as possible acknowledging the original error;
- All posts must be professional and respectful;
- Ensure no geographic identifiers or revealing information is shared through file labels, meta data or text descriptions;
- Posts must present the subject in a dignified and respectful manner and not in a vulnerable or submissive manner (particularly a child);
- Permission must be secured to post copyright items and intellectual property laws must not be breached;
- Only reference information that is publicly available;
- Use common sense and avoid action or behaviours that could be construed as abuse, exploitation or harassment;
- Use your best judgement – do not publish something that makes you the slightest bit uncomfortable;
- Always ask for a person's permission before posting their picture or a quote on a social media platform. Obtain legitimate informed consent. Informed consent requires the participant understands what is being shared, how it is being shared, where it is being shared, who can access the information and the risks involved;
- Never comment on rumours, do not deny or affirm or speculate about rumours;
- Always use social media forums to add value and promote the sport in a positive way;
- Refrain from using jargon, acronyms and technical language where possible;
- Ensure that the correct terminology is utilised for all events;
- Engage the community wherever possible, 'talk with them rather than at them'; and
- Key posts should seek the feedback of the community and multimedia posts should be utilised wherever possible.

## **10. USE OF SOCIAL MEDIA AND THE OGU WEBSITE AT EVENTS**

OGU will conduct events including courses, congresses and competitions. OGU encourages the use of social media at events, including but not limited to Facebook, Instagram, Twitter and YouTube, in order to increase awareness of, and engagement with the event. Social media posts should assess and comply with local traditions or restrictions.

At all events hosted by OGU, the Secretary General and Event Coordinator may appoint an authorised representative for generating and publishing social media content. The authorised representative must be formally appointed and social media passwords must not be provided to unauthorised persons. Guest commentators may be used at events however they are to be supervised by an authorised OGU representative at all times. OGU must seek consent from athletes and children along with their parents/guardians/coaches/staff prior to social media participation. This includes the dissemination of identifying information, such as names, photos, videos, or audio recordings.

Prior to each event, a posting schedule is to be created. Where possible, all content on the posting schedule should be pre-written. Pre-agreed hashtags should be created for events and participants are encouraged to use them whenever they are talking about the event. Throughout events hosted by OGU, social media should be utilised to provide quick commentary and updates as well as to share multimedia content.

## **11. COLLECTING DATA FROM OGU SOCIAL MEDIA USERS**

OGU will alert the user where personal information is being collected on the OGU Social Media pages. OGU will provide notice about and obtain user consent for the use of the content and information that is collected, in accordance with the OGU Privacy Policy and Australian Privacy Act 1988.

OGU is responsible for securing all necessary permissions to reuse a user's content and information.

## **12. OGU PRIVACY STATEMENT**

OGU records any information posted on the OGU social media outlets and uses that information for the purpose of administration and considering and/or addressing any comments made. No attempt will be made to further identify 'fans' except where authorised by law. OGU is not responsible for the privacy practices or content of external social media outlets and websites.

## **13. CHANGES TO THE POLICY**

Changes may be made to this policy from time to time and will be updated in the official OGU policy register, on the OGU website and circulated to relevant parties.

In addition, Oceania Gymnastics Union is committed to ensuring all policies are up to date and reflect current practices. The latest review date is recorded at the beginning of each policy.