

## SAISA SOCIAL MEDIA POLICY

### Introduction

Social Media is an important communication tool that is used daily around the world allowing people to connect and share information.

SAISA recognises the benefit Social Media has in enriching its members' experience of figure skating and the importance it plays in increasing the awareness and profile of SAISA and the sport.

SAISA therefore encourages and supports its members to take part in Social Media.

However SAISA also has a responsibility to protect its brand, its affiliated clubs, members, stakeholders and national and international affiliates. Therefore SAISA is concerned that Social Media activities are conducted in accordance with its policies so that the reputation of the sport and that of its participants is not tarnished.

### Scope: Who this applies to:

This Code applies to parents/guardians and coaches as well as to skaters, event organisers, officials and volunteers and any other person who is notified it applies to them.

In addition, this policy takes effect when an individual or entity identifies themselves as associated with SAISA, and/or discusses their involvement with SAISA on Social Media. At this point they are required to convey themselves in accordance with this policy and in a manner consistent with SAISA's values and policies.

It is important to note that this Policy applies to parents, guardians, family members who may not be members themselves but are involved via children who are members. It is also assumed that parents, guardians and family members will take responsibility to ensure any children in their care use Social Media according to this Policy.

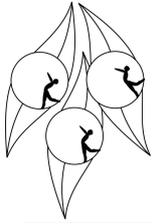
### Purpose

This policy aims to provide some guiding principles to follow when using Social Media. The intent is to include anything posted on line where information is shared that might affect members or the organisation and bring it or the sport into disrepute.

### Social Media Channels

**This policy covers all forms of Social Media and includes, but is not limited to:**

- Social or business networking sites such as:
  - Facebook, LinkedIn, Instagram, Twitter, Google+, MySpace
- Content sharing sites such as:
  - Snapchat, Periscope, Flickr, YouTube, Vine, Vimeo
- Blogs:
  - your own or as a commentator on someone else's for personal or business reasons
- Product or customer reviews
- Web Forums: public or private
- Editing pages: e.g. Wikipedia



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### Guiding Principles

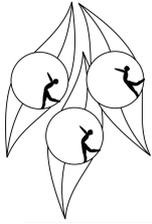
#### You should assume:

1. That the web is not anonymous;
2. That anything you write can be traced back to you;
3. That what you post can be a permanent record of online actions and opinions;
4. That conversations within social media networks should always be considered public rather than private;
5. That anything you say will not only reflect on you but also on the sport, and the State, National and International bodies;
6. That there are consequences to bringing the sport into disrepute or posting illegal materials;
7. That extra care needs to be taken when communicating with children and young people;
8. That logos are copyright materials and may require consent prior to use;
9. That it may not be appropriate to share photographs or videos without permission as:
  - a. it may breach the Privacy Act, or,
  - b. it may create a breach of copyright for improper use, or,
  - c. it may breach child protection legislation.

### Social Media Limits

#### Tips for staying out of or causing trouble:

- ✓ Don't abuse others or expose others to content that is offensive, inappropriate or illegal;
- ✓ Don't impersonate or falsely represent any other person, or SAISA or its affiliates;
- ✓ Don't make defamatory or libelous comments;
- ✓ Don't use obscene, offensive, insulting, provocative or hateful language;
- ✓ Don't post abusive, malicious, vindictive, vilifying, racist, discriminatory, sexist comment or materials;
- ✓ Don't use social media to harass or bully;
- ✓ Don't breach copyright or post material that infringes the copyright of others;
- ✓ Don't violate any security measures at any facility;
- ✓ Don't comment on, or publish, sensitive or confidential information;
- ✓ Don't interfere with the conduct of any event or the role of SAISA, ISA or ISU as peak bodies;
- ✓ Don't bring SAISA or the sport into disrepute;
- ✓ Promptly remove information about a person or entity if that person or entity asks you to whether you believe you are entitled to make the comment or not.



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### Special Tips

- Before Competition – Social Media Ban
  - Set your phone to airplane mode to avoid social media problems.
  - Only use your phone for pre-event music and warm-up plans.
- During Competition – No use
- After Competition – Social Media Ban
  - Avoid using Social Media until your emotional state has stabilised and you are in a suitable frame of mind as emotional posts can be very damaging.

### Social Media Common Errors

These types of Social Media posts could spoil your reputation as there are simpler, more direct and discrete ways of clarifying issues you may have or notice:

- Commenting on or criticising fellow athletes, coaches or officials;
- Commenting on team, troupe, group, cast selection or the lack thereof;
- Commenting on photo or congratulatory message selection of the lack thereof;
- Criticizing results or judging;
- Picking public fights on Social Media;
- Posting overtly negative comments regarding your performances or training;
- Making exaggerated claims about your results, placing or ranking;
- Claiming selection prior to the official announcement of teams, squads, representatives where permission hasn't been given or requirements not yet met.

### Consequences

SAISA will control postings to its FaceBook and any other Social Media sites it may have.

Beaches of the Social Media policy will be dealt with in line with the SAISA Constitution and Member Protection Policy.

Signature:

Name:

Date:

Guardian