



Social Media Guidelines

Persons and Organisations Subject to these Guidelines

This Guideline applies to ISA Office Holders, Officials, Members and their members, Organising Committees for all ISA events and their officials, volunteers, skaters, coaches, trainers, and all other persons claiming or seeking a standing as a present or prospective participants in any ISA activity.

Social Media Definition

Social Media includes electronic and mobile communication such as email, instant messaging, text messaging, digital images, Facebook, Twitter, Flickr, Instagram, YouTube, MySpace, blogs.

Social Media Communication Guidelines

ISA encourages and supports its members to take part in social media by posting, blogging, twitting positive experiences in skating such as support of its members, promotion of a club, event and programs.

Social Media communications should be conducted in accordance with the ISA Code of Ethics and Behaviour.

Social Media communications should always be considered public rather than private.

All communications between adults and minors should be non-personal in nature and be for the purpose of communicating information about skating related activities. All content between adults and minors should be readily available to share with the public or families of the minor member.

A club, program or team should have a signed name and likeness consent and release agreement form by the minor's parents or legal guardian before any distribution or posting of photos, videos, images etc. No contact information for any minor should be placed on any social media sites.

Do not post information that may embarrass or defame ISA, or its members.

Represent your own views, and do not impersonate or falsely represent any other person.

Think before you post.

Do not be abusive and do not harass or threaten others.

Do not make defamatory or libellous comments.

Avoid vilification that is prohibited by anti-discrimination law.

Do not use obscene or offensive language.

Do not post material that infringes the intellectual property rights of others.

Do not post multiple versions of the same view or make excessive postings on a particular issue.

Do not post commercial interests unrelated to ISA and its sponsors or partners.

Reporting Communication Infringements

Social Media communications that are deemed inappropriate should be reported to the ISA Disciplinary Committee. If an ISA member is found to have conducted a communication in violation of this Guideline and the ISA Code of Ethics and Behaviour they may be subject to a disciplinary action or if necessary reported to the law enforcement authorities.

References:

USFSA Safesport Social Media, Mobile and Electronic Communications Guideline

AFL Statement on Electronic Communication

Australian Sports Commission Use of Social Media Policy

ISU Social Media Guidelines

Change History

Version	Approval Date	Change
1.0	11 June 2013	New Policy