



Social Media Policy

Document History		Approved	Summary of Changes
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1. INTRODUCTION

Croquet Australia recognises that Social Media and digital communications are valuable tools to engage and connect with members, players, supporters, sponsors, and other key stakeholder groups and that Social Media is an increasingly important method of communication for members and players.

The rapid growth and evolution of Social Media requires an overarching Croquet Australia policy that ensures members, volunteers and other relevant persons engaging in Social Media have an understanding about appropriate guidelines and usage.

The intention of this Social Media Policy (Policy) is to establish a culture of openness, trust, and integrity in activities surrounding Social Media and the Internet, in conjunction with education and training.

2. PURPOSE

The purpose of this Policy is to set out Croquet Australia's rules for the appropriate use of Social Media by relevant persons, whether for or on behalf of Croquet Australia, engaging with Croquet Australia, or personally whilst a member of Croquet Australia.

The aim of this Policy is to:

- (a) promote and encourage appropriate use of Social Media by Relevant Persons;
- (b) ensure that relevant persons understands Croquet Australia's approach to Social Media, and its expectations for the personal and professional use of online communication; and
- (c) govern the terms of use by relevant persons of Croquet Australia-controlled, administered or related Social Media.

This Policy also aims to protect the Intellectual Property, Confidential Information, brand, reputation and viability of Croquet Australia as well as the rights and interests of Relevant Persons.

3. APPLICATION OF THE POLICY

- 3.1 This Policy applies to Relevant Persons including Australian representative players and teams, including any persons travelling with those teams in an official capacity.
- 3.2 While this Policy does not form part of any contract of employment, failure to comply with the procedures below may result in disciplinary action by Croquet Australia against Staff Members or any Relevant Person.
- 3.3 This Policy may be updated by Croquet Australia from time to time.
- 3.4 This Policy applies to all communications published by Relevant Persons on Social Media.

4. POLICY GUIDELINES AND PROCEDURES

- 4.1 The use of Social Media is regarded as an essential and convenient tool in day-to-day life and business. It must be used in a manner that upholds the policies and procedures of Croquet Australia and in a way that reflects the responsible and upstanding principles of the organisation.

- 4.2 The use of Social Media by any Relevant Person should be appropriate, responsible and ethical:
- (a) All Croquet Australia communications posted, shared or sent on Social Media, whether by an Authorised User or otherwise, are considered official communications of Croquet Australia in the same manner as documents on Croquet Australia letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of Croquet Australia
 - (b) All communications posted, shared or sent on Social Media by Relevant Persons in their personal capacity may still be considered by others, whether correct or not, as a communication of Croquet Australia, or otherwise representing the views, values or beliefs of Croquet Australia or members of Croquet Australia. As such, Croquet Australia expects that such communications will at all times be consistent with the values, ethics, policies, aims and objectives of Croquet Australia
- 4.3 The use of Social Media by any Relevant Person should be made with a clear distinction between acting in a professional capacity and a personal capacity.

5. CROQUET AUSTRALIA BUSINESS USE – AUTHORISED USERS

- 5.1 Only Authorised Users are authorised to comment or publish information on Social Media for or on behalf of Croquet Australia.
- 5.2 To become an Authorised User of specific Social Media, a Staff Member must gain the approval of the CEO or Executive.
- 5.3 Once a Staff Member has received authorisation to use Social Media for and on behalf of Croquet Australia, the Staff Member must:
- (a) comply with the terms of this Policy
 - (b) disclose that they are an employee/contractor of Croquet Australia
 - (c) use only authorised Croquet Australia accounts
 - (d) disclose and comment only on information already within the public domain
 - (e) comment only on the Staff Member's area of expertise and authority
 - (f) ensure comments are respectful
 - (g) adhere to the terms of use for the Social Media platform or website being used
 - (i) ensure that all content published is accurate and not misleading, and complies with all relevant Croquet Australia policies and other relevant requirements
- 5.4 The Staff Member must not:
- (a) do anything that may cause harm to the business, brand, reputation or rights of Croquet Australia or its Associated Parties or the Events
 - (b) disclose information about a Croquet Australia stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and Croquet Australia
 - (c) disclose any Confidential Information without the appropriate written approval
 - (d) post any material that might otherwise cause or be likely to cause damage to Croquet Australia or its Associated Parties' reputation, or bring or be likely to bring Croquet Australia, its Associated Parties, the Staff Member, the Events or the Sport into disrepute

- 5.5 At all times when using Social Media for and on behalf of Croquet Australia, Staff Members must comply with this Policy and any training, directions and guidance provided by Croquet Australia about how to use Social Media.
- 5.7 When accessing Social Media all Relevant Persons must:
- (a) comply with Croquet Australia's Policies, their employment contract and the National Integrity Framework
 - (b) not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Policy
 - (c) not spend unreasonable amounts of time using Social Media that is unrelated to official duties.

6. PERSONAL USE

- 6.1 Relevant Persons should be aware that communications made through Social Media have the potential to impact Croquet Australia and its Staff Members. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with Croquet Australia.
- 6.2 Relevant Persons must take their employment or affiliation with Croquet Australia into account when using Social Media, particularly in the following circumstances:
- (a) Social Media use that can damage the Relevant Person's professional reputation
 - (b) Social Media use that can damage the reputation of Croquet Australia
 - (c) Social Media use that can damage the Relevant Person's ability to work with their colleague
 - (d) Social Media use that breaches another of Croquet Australia's policies
 - (e) Social Media use (including but not limited to email use) by employees and contractors can have an impact on Croquet Australia and communications made by employees where the employee is recognisable as a Croquet Australia employee can be disciplined under this Policy.
- 6.3 When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:
- (a) make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of Croquet Australia or their connection with Croquet Australia. The Relevant Person may wish to use a disclaimer such as "any views expressed on this site/account are those of the author only" or "these views are personal and mine alone"
 - (b) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to Croquet Australia or its Associated Parties, the Sport or the Events
 - (c) not post any material that might otherwise cause or be likely to cause damage to Croquet Australia's reputation, or the reputation of the Sport or the Events, or bring or be likely to bring Croquet Australia, the Relevant Person, the Sport, the Events or the Associated Parties into disrepute

- (d) not post content that is in breach of one or more of Croquet Australia's policies
 - (e) not disclose information about Croquet Australia or its operations that is confidential or likely to cause harm to Croquet Australia or its Associated Parties
 - (f) not use or disclose Croquet Australia's Intellectual Property or Confidential Information, including but not limited to Croquet Australia's logos, a Croquet Australia email address or insignia
 - (g) not use the identity or likeness of a Staff Member
 - (h) ensure that they are respectful of others at all times and comply with Croquet Australia's policies if they interact with (or about) Croquet Australia-related matters
 - (i) adhere to the terms of use of the relevant Social Media
 - (j) comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.
- 6.4 In compliance with Croquet Australia's policies personal usage should be limited and must not impact negatively on Croquet Australia.

7. MONITORING & PRIVACY

- 7.1 While it is not Croquet Australia's usual practice to do so, Croquet Australia may intercept or monitor Staff Members' use of Social Media on the Computer Network.
- 7.2 This may include, but is not limited to, the interception and/or reading of any message sent or received and any page visited via the Internet. By using Croquet Australia's Computer Network facilities, the Staff Member is deemed to have consented to such monitoring by Croquet Australia.
- 7.3 Croquet Australia may record any information posted to its Social Media and may use that information to administer such Social Media or any other purpose consistent with Croquet Australia's Privacy Policy.
- 7.4 Croquet Australia strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications.

8. RESPONSIBILITIES

- 8.1 All Relevant Persons have a responsibility to ensure that their actions in relation to the use of Social Media comply with this Policy.
- 8.2 In particular, Relevant Persons are required to:
 - (a) comply with this Policy
 - (b) report any perceived incidence of non-compliance with this Policy to Croquet Australia, and to maintain confidentiality while the incident is being resolved
 - (c) contribute to the elimination of the Improper Use of Social Media from Croquet Australia's work environment.

- 8.3 If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to Croquet Australia, they should report the circumstances via email to the following contact: complaintsofficer@croquet-australia.com.au

9. CONSEQUENCES

- 9.1 If directed by Croquet Australia, the responsible Relevant Person will remove, rectify and/or publish a correction about, any material published on Social Media that, in the view of Croquet Australia, may breach this Policy or otherwise bring or be likely to bring, the Croquet Australia, a Relevant Person or a Croquet Australia sponsor into disrepute.
- 9.2 A Relevant Person who breaches this Policy may be responsible for any loss suffered by Croquet Australia, or its Associated Parties.
- 9.3 If a claim that Social Media has been used improperly is substantiated, disciplinary action, including but not limited to under the Croquet Australia Constitution, may result. The level of action will depend on all the circumstances, including the severity of the conduct.

The outcomes could include, but are not limited to:

- (a) a formal apology;
 - (b) a warning;
 - (c) suspension or termination of membership, or membership benefits;
 - (d) termination of employment (with or without notice); and/or
 - (e) such other penalty as Croquet Australia deems appropriate in the circumstances.
- 9.4 Breaches of this Policy will be dealt with in accordance with the disciplinary provisions under either the Croquet Australia Conduct & Disciplinary Policy or the National Integrity Framework Complaints, Disputes and Discipline Policy, depending on which Croquet Australia deems most appropriate.

10. REFERENCES

- 10.1 This Policy must be adhered to, in conjunction with the following NSO rules and policies:
- (a) Constitution
 - (b) Codes of Conduct
 - (c) Privacy Policy
 - (d) National Integrity Framework

DEFINITIONS

For the purpose of this Policy, the below definitions apply:

Associated Parties mean Croquet Australia's members, players, sponsors, officials and volunteers.

Authorised User means a person authorised in accordance with clause 5.2 of this Policy to use Social Media on behalf of Croquet Australia.

CEO means the Chief Executive Officer of Croquet Australia from time to time.

Computer Network includes all Internet, email and computer facilities provided, supported or paid for by Croquet Australia. It includes but is not limited to, desktop computers, laptop computers, mobile devices and any other means of accessing Croquet Australia's email, Internet and computer facilities (including, but not limited to, a personal home computer which has access to Croquet Australia's IT systems).

Confidential Information means information belonging to Croquet Australia that is not known to the general public.

Event means any particular event or series of events, comprising Sport and/or entertainment activities, conducted by, or under authorisation from Croquet Australia.

Improper Use means the use of Social Media in a way that does not comply with this Policy.

Intellectual Property means all rights or goodwill subsisting in copyright, business names, names, trade marks (or signs), logos, designs, patents or service marks (whether registered or registrable).

Internet means a worldwide electronic communications network providing access to millions of resources, not all of which are free. The World Wide Web is one element of the Internet.

Relevant Persons mean and include:

- (a) Croquet Australia Staff Members
- (b) Croquet Australia authorised officials
- (c) Members
- (d) International representatives
- (e) volunteers associated with Croquet Australia
- (f) any other person deemed to be a Relevant Person under the National Integrity Framework.

Staff Members mean all employees and contractors of Croquet Australia, including but not limited to permanent, casual and temporary staff and students on placement, as well as directors of Croquet Australia.

Policy means this Social Media Policy as amended from time to time.

Social Media means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- (a) external social networking sites (eg Facebook, LinkedIn, and Google Plus);
- (b) internal Websites;
- (c) video and photo-sharing Websites (eg Instagram, Flickr, YouTube, Snapchat, TikTok, Vine);
- (d) micro-blogging sites (including, but not limited to, Twitter);
- (e) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (eg 'comments' or 'your say' features on news Websites);
- (f) forums and discussion boards;
- (g) online encyclopedias (eg Wikipedia);

- (h) instant messaging (including WhatsApp, and SMS);
- (i) product or service reviews on retailer or customer review sites (eg Yelp, TripAdvisor);
- (j) vod and podcasting;
- (k) geospatial tagging (eg Foursquare); and
- (l) any other Websites that allow individual users or companies to use simple publishing tools.

Sport means the sport of Croquet as administered by Croquet Australia.

Websites mean the following websites covered by this Policy: LinkedIn, reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok and any other website or application where content can be shared and peer to peer networking conducted.