



Australian Government  
Australian Sports Commission

Patron: **The Hon. R.J.L.Hawke, AC**

President: Frank Dewens  
5 Dorrien Avenue  
Woodcroft SA 5162

Secretary: Di Dale  
70 Barnes Boulevard  
Horsham VIC 3400

Phone: 0412 055 057  
[kindew1@bigpond.com](mailto:kindew1@bigpond.com)

Phone: 0412 221 780  
[didaleabsc@gmail.com](mailto:didaleabsc@gmail.com)

Website address: [www.absc.com.au](http://www.absc.com.au)

## ABSC Social Media Policy

Draft October 22 2014

Reviewed October 23 – 30 2014

Adopted November 1 2014

### Contents

1. Definition
2. Purpose of Policy
3. Scope
4. Guiding Principles
5. Usage
6. Branding and Intellectual Property (IP)
7. Official ABSC blogs, social pages and online forums
8. Consideration towards others when using social networking sites
9. Breach of Policy
10. Consultation or Advice

### 1 Definition

Social media includes, but is not limited to, such activities as:

- Maintaining a profile page on social or business networking sites (such as LinkedIn, Facebook, Shutterfly, Twitter or MySpace);
- Content sharing includes Flickr (photo sharing) and YouTube (video sharing);
- Commenting on blogs for personal or business reasons;
- Leaving product or service reviews on retailer sites or customer review sites;
- Taking part in online votes and polls;
- Taking part in conversations on public and private web forums (message boards);
- Editing a Wikipedia page.

Proudly sponsored by



## **2 Purpose of Policy**

This policy aims to provide some guiding principles to follow when using social media. This policy does not apply to the personal use of social media platforms by ABSC members where ABSC member makes no reference to the ABSC or related issues.

The ABSC recognises the benefits of social media as an important tool of engagement and enrichment for its members. However, it is important that the ABSC's reputation, as well as the reputation of its State and Territory Affiliates and Clubs, its officials, administrators, referees and players, is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

When someone clearly identifies their association with ABSC, and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with ABSC's stated values and policies.

## **3 Scope**

This policy applies to ABSC members (including its State and Territory Affiliates and Clubs, its officials, administrators, referees and players), or any individual representing themselves or passing themselves off as being a member of the ABSC.

## **4 Guiding Principles**

The web is not anonymous – it is a permanent record of online actions and opinions. ABSC members should assume that everything they write can be traced back to them. The boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a member or volunteer for the ABSC or its Affiliates.

All members must respect the ABSC brand and follow these guidelines to ensure the ABSC's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 6 below), or the organisation is brought into disrepute.

## **5 Usage Guidelines**

When using social media, ABSC Members

- Must not contain, or link to, libellous, defamatory or harassing content including use of illustrations or nicknames;
- Must not comment on, or publish, information that is confidential or in any way sensitive to ABSC, its affiliates, partners or sponsors; and

- Must not bring the organisation or the games of Billiards or Snooker into disrepute.
  - Must not use the ABSC brand (see 5 below) to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of ABSC.

## **6 Branding and Intellectual Property (IP)**

It is important that any trademarks belonging to ABSC or any member, affiliate or club 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:

- Club, Member State or Territory Affiliate and ABSC logos;
- Images depicting ABSC Members, volunteers, players and/or equipment, except with the permission of those individuals;
- Other ABSC imagery.

## **7 Official ABSC blogs, social pages and online forums**

Appropriate, specific and written permission must be obtained before creating any new website, social networking page or forum using the ABSC name or the name of any of its affiliates, clubs, members, sponsors or stakeholders. The same applies for the use of logos or images. Images of minor children may never be replicated on any site without the written permission of the child’s parent and/or guardian.

For official ABSC blogs, social pages and online forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Some hosted sites may sell the right to advertise on their sites through ‘pop up’ content which may be of a questionable nature. This type of hosted site should not be used for online forums or social pages as the nature of the ‘pop up’ content cannot be controlled;
- ABSC members must not use ABSC online pages to promote personal projects; and
- All materials published or used must respect the copyright of third parties.

## **8 Consideration towards others when using social networking sites**

Social networking sites allow photographs, videos and comments to be shared with thousands of other users. ABSC members must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private ABSC event will not appear publicly on the Internet. In certain situations, ABSC members could potentially breach the privacy act or inadvertently make the ABSC liable for breach of copyright.

ABSC members should be considerate to others in such circumstance and 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 ABSC members online.

### **9 Breach of Policy**

Detected breaches of this policy should be reported immediately to the ABSC. If detected, a breach of this policy may result in disciplinary action from ABSC. A breach of this policy may also amount to breaches of other ABSC policies. This may involve a verbal or written warning, monetary fines or suspension in accordance with ABSC's disciplinary regulations.

### **10 Consultation or Advice**

This policy has been developed to provide guidance for ABSC members. ABSC members, who are unsure of their rights, liabilities or actions online and seek clarification, should contact the ABSC's Executive Officer for their State/Territory.