



**Ice Skating Victoria Inc. Policy Document**  
**Affiliated to Ice Skating Australia Inc.**

**Social Media Policy**

<b>Authority</b>	Ice Skating Victoria Inc.
<b>Application</b>	Ice Skating Victoria Inc. Members
<b>Related Documents</b>	Ice Skating Victoria Inc. Constitution Ice Skating Australia Social Media Guidelines ISV Individual Membership Policy Ice Skating Victoria Code of Ethics

## 1. PURPOSE

This document outlines Ice Skating Victoria's social media policy.

Ice Skating Victoria (ISV) has a social media presence to give ISV members, volunteers, business partners, sponsors and any interested parties the opportunity to communicate with each other. The aim is to develop communities that encourage positive advocacy and promotion of ISV's brand and its services, while demonstrating that ISV is open and interested in what its community has to say.

The application of this policy is not limited to a specific social media platform, website or forum. As social media is constantly developing, ISV members must use their judgment, be guided by other ISV & Ice Skating Australia (ISA) policies around communication and behaviour around using new social media platforms.

ISV encourages members and volunteers to engage with social media. This policy is designed to provide guidance around how to best use social media in association with ISV, and more generally.

## 2. DEFINITIONS

**'Social media'** means any facility for online publication and commentary, including and without limitation to blogs, wikis, forums / online communities, and sites such as Facebook, LinkedIn, Twitter, Flickr, Instagram, Pinterest, Vimeo, Periscope and YouTube.

**'Ice Skating Victoria members'** means all persons who hold current financial membership with ISV, whether they be skating or non-skating members.

**'Volunteers and contractors'** means people who engage in work for ISV in a volunteer capacity whether they be a member or non-member.

**'ISV'** means Ice Skating Victoria and is used for the purposes of brevity.

**'ISA'** means Ice Skating Australia and is used for the purposes of brevity.

### **3. SCOPE**

This policy applies to all members and volunteers of Ice Skating Victoria. This policy should be read in conjunction with the ISV Individual Membership Policy, Ice Skating Victoria Code of Ethics and Ice Skating Australia Social Media Guidelines.

### **4. POLICY STATEMENT**

#### **1. Personal Use**

- 1.1** It should be clear that any messages/blogs you post are your own personal views and not the views of Ice Skating Victoria.
- 1.2** Information posted by you on ISV social media platforms must comply with ISV & ISA policies including the ISV Individual Membership Policy, Ice Skating Victoria Code of Ethics and Ice Skating Australia Social Media Guidelines. A breach of these policies may result in disciplinary action.
- 1.3** Be respectful of ISV and its members, volunteers, partners and competitors at all times, even when posting on personal social media accounts.
- 1.4** You are allowed to associate yourself with ISV online, however be aware your online presence reflects on ISV – your actions captured through pictures, videos, posts or comments will reflect on ISV, whether ISV is specifically mentioned or not.
- 1.5** Do not reference or cite ISV members or volunteers without their consent.
- 1.6** Do not attack/disparage the work of volunteers, members or competitors online. This includes in forums and conversations on other social media accounts.
- 1.7** Acts of defamation, cyber-bullying and harassment may result in disciplinary proceedings.
- 1.8** Respect copyright laws and reference sources appropriately, including copyright properties on online images. Plagiarism applies online as well.
- 1.9** ISV's logos and photographic images may not be used without consent from the President or Secretary of ISV. All photographic images must have the informed prior consent of the subject.
- 1.10** Sharing of ISV's social media content is permitted if used in an appropriate and positive way.
- 1.11** Be aware of your privacy settings and consider who is able to view content.
- 1.12** Be aware of the privacy and safety implications of checking into social media sites while at training sessions or events.

#### **2. Communicating on behalf of Ice Skating Victoria**

- 2.1** This is the role of the President, Secretary and Communications team. After each AGM, or when circumstances change, the ISV Council will reassess the councillor/s who form the Communications team.
- 2.2** If you believe an event, story or issue should be communicated by ISV to its networks, you are encouraged to contact ISV's Secretary - [secretary@iceskatingvictoria.org.au](mailto:secretary@iceskatingvictoria.org.au). Members and volunteers are not authorised to publish content on ISV's behalf.

**2.3** Members and volunteers are not authorised to create social media sites on behalf of ISV. Any new site needs to be voted on and accepted at an ISV Council Meeting before it can be created.

**2.4** Breaches of ISV's Social Media Policy should be reported to the Secretary or President of ISV.

### **3. Monitoring, Review and Disciplinary Action**

**3.1** Social media sites are a public forum and ISV reserves the right to monitor members' and volunteers' profiles and activity on these sites.

**3.2** If an ISV social media site is used in an unacceptable manner, ISV reserves the right to restrict access, remove material, request that material be removed or terminate ISV's social networking sites.

**3.3** Where an unacceptable or prohibited post or representation has been made by a member or volunteer on a social media site, it is expected that the person remove the offending post immediately and issue an apology where necessary (either publicly or to the individual involved). Disciplinary action will apply if appropriate action is not taken.

**3.4** Where an unacceptable or prohibited post or representation has been made in relation to ISV, ISV members or ISV volunteers by a member or volunteer on their personal social media site it is expected that at ISV's request the person remove the offending post immediately and issue an apology where necessary (either publicly or to the individual involved). Disciplinary action will apply if appropriate action is not taken.