

Social Media Policy

Date approved:	4 January 2021	Effective start date:	1 January 2021
Policy Number:	ISV005	Version number:	2.0
Review date:	January 2022		
Related Policies/ Procedures/Forms:	Membership Policy, Code of Ethics Policy, Ice Skating Australia Social Media Guidelines		

1. Purpose

To provide guidance around how to best use social media in association with Ice Skating Victoria.

2. Application

This policy applies to all members and volunteers of the Association. It is not limited to a specific social media platform, website or forum. As social media is constantly developing, members and volunteers must use their judgment, and be guided by other policies around communications, behaviour and using social media platforms.

3. Policy statement

3.1 Personal use

- a. It should be clear that any messages/blogs you post are your own personal views and not the views of Ice Skating Victoria.
- b. Information posted by you on Ice Skating Victoria social media platforms must comply with Ice Skating Victoria and Ice Skating Australia policies. A breach of any policy may result in disciplinary action.
- c. Be respectful of Ice Skating Victoria and its members, volunteers, partners and competitors at all times, even when posting on personal social media accounts.
- d. You are allowed to associate yourself with Ice Skating Victoria online, however be aware your online presence reflects on Ice Skating Victoria – your actions captured through pictures, videos, posts or comments will reflect on Ice Skating Victoria, whether Ice Skating Victoria is specifically mentioned or not.
- e. Do not reference or cite Ice Skating Victoria members or volunteers without their consent.
- f. Do not attack/disparage the work of volunteers, members or competitors online. This includes in forums and conversations on other social media accounts.
- g. Acts of defamation, cyberbullying and harassment may result in disciplinary proceedings.
- h. Respect copyright laws and reference sources appropriately, including copyright properties on online images. Plagiarism applies online as well.

- i. Ice Skating Victoria's logos and photographic images may not be used without consent from the Board of Ice Skating Victoria. All photographic images must have the informed prior consent of the subject.
- j. Sharing of Ice Skating Victoria's social media content is permitted if used in an appropriate and positive way.
- k. Be aware of your privacy settings and consider who is able to view content.
- l. Be aware of the privacy and safety implications of checking into social media sites while at training sessions or events.

3.2 Communicating on behalf of Ice Skating Victoria

- a. This is the role of the Ice Skating Victoria Board. Members and volunteers are not authorised to publish content on Ice Skating Victoria's behalf.
- b. If you believe an event, story or issue should be communicated by Ice Skating Victoria to its networks, you are encouraged to contact the Secretary.
- c. Members and volunteers are not authorised to create social media sites on behalf of Ice Skating Victoria. Any new site needs to be approved by the Ice Skating Victoria Board before it can be created.
- d. Breaches of Ice Skating Victoria's Social Media Policy should be reported to the Secretary.

3.3 Monitoring, Review and Disciplinary Action

- a. Social media sites are a public forum and Ice Skating Victoria reserves the right to monitor members' and volunteers' profiles and activity on these sites.
- b. If an Ice Skating Victoria social media site is used in an unacceptable manner, Ice Skating Victoria reserves the right to restrict access, remove material, request that material be removed or terminate Ice Skating Victoria social networking sites.
- c. 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 removes the offending post immediately and issues an apology where necessary (either publicly or to the individual involved). Disciplinary action will apply if appropriate action is not taken.
- d. Where an unacceptable or prohibited post or representation has been made in relation to Ice Skating Victoria, members or volunteers by a member or volunteer on their personal social media site, it is expected that at Ice Skating Victoria'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.

4. Breaches of this policy

This section is not relevant for all policies

5. Definitions

Association	means Ice Skating Victoria
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 YouTube and TikTok.
Members	means all persons who hold current financial membership with Ice Skating Victoria.

Volunteers means people who engage in work for ISV in a volunteer capacity whether they be a member or nonmember.

ISV Ice Skating Victoria

ISA Ice Skating Australia

Secretary means the Secretary of Ice Skating Victoria

6. Version history

Version	Approval date	Changes
2.0	Jan 2021	Formatting changes and inclusion of TikTok
1.0	Mar 2016	Initial version