

Policy on use of OA social media platforms**1.29**

Orienteering Australia is active on social media platforms. At the time of writing Orienteering Australia's main social media presence is on Facebook, but we may wish to be active on other platforms in the future.

This policy applies to those posting material on behalf of Orienteering Australia. Material posted by members as individuals or on behalf of other organisations is outside the scope of this policy; however, the general conduct of members on online platforms (including those where OA has no presence of its own) is subject to the provisions of the Member Protection Policy, codes of conduct for team members and officials (where applicable) and the disciplinary provisions of the Constitution.

Social media manager

1. The Board will appoint one or more persons as Orienteering Australia Social Media Manager(s).

Authorised users

2. In order to post material on behalf of Orienteering Australia, a person must be designated as an authorised user. Unless the Board otherwise determines, those with the authority to designate a person as an authorised user are:

-) The President
-) The Executive Officer
-) The Director with portfolio responsibility for social media
-) The OA Social Media Manager(s)

For the purposes of this policy, the occupants of the positions above are referred to as the "OA Social Media Management Team".

3. The OA Social Media Manager(s) are responsible for maintaining a register of current authorised users.
4. Authorised users should take care to ensure that, if they wish to post in a personal capacity, that they do so under their own name and not under the name of Orienteering Australia.

Appropriate and inappropriate material to post

5. OA's social media channels should be used to post material of relevance and interest to the orienteering community. This includes news of orienteering activities, promotion of future activities, and links to material published elsewhere by OA (e.g. on the OA website).
6. The sharing of material posted by State Associations, clubs and other orienteering organisations is encouraged. In addition to its interest to OA members, doing this generally makes State Association/club material more visible to their own followers. The sharing of media reports of orienteering events is also encouraged.
7. Sharing of other material may be done if it is likely to be of interest to the orienteering community. Doing so should be done with the understanding that sharing of a person's/organisation's material will be considered by the audience as an endorsement by OA of that material.

8. Posting of material which identifies an individual by name or image must be consistent with the provisions of OA's Member Protection Policy and Privacy Policy.
9. It is inappropriate to post or share material on behalf of OA which is:
 -) Offensive or objectionable in any way
 -) Derogatory or disparaging towards any individual or organisation
 -) Commercial advertising (other than the advertising of orienteering events), unless authorised by a member of the OA Social Media Management Team
 -) Material relating to political or policy campaigns, unless explicitly authorised by the President or Executive Officer.

Comments by others on Orienteering Australia material

10. Many social media platforms allow users to comment on posts. Discussion on posts is encouraged. However, it is not appropriate for some forms of comment to remain visible, including:
 -) Personal attacks on individuals (particularly volunteers)
 -) Offensive or objectionable material
 -) Material which would be in breach of the Member Protection Policy or other OA policies
 -) Material which is irrelevant to the subject of the post.

Authorised users are asked to remove such material if they become aware of it. Depending on the platform, this may involve the removal of the offending comment(s), or may require the removal of the original post. Users which are in doubt as to whether material meets the criteria above are encouraged to seek advice from a member of the OA Social Media Management Team.

Privacy

11. In accordance with OA's Privacy Policy, personal information (particularly photographs) will be removed from OA social media posts if requested by the person involved (or their parent/guardian in the case of a minor).

Breaches

12. In the event of a breach of this policy by an authorised user, any member of the OA Social Media Management Team is empowered, depending on the seriousness of the breach, to:
 -) Counsel the user as to their future conduct
 -) Revoke the user's authority to post on behalf of OA

Serious breaches may also be referred to the Board for consideration of further disciplinary action.

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