



AUSTRALIAN WEIGHTLIFTING FEDERATION LIMITED

POLICY 5

SOCIAL MEDIA

This Policy is made by the Australian Weightlifting Federation Limited (AWF) Board under Clause 20.1 of the AWF Constitution. It is binding on AWF and all members of AWF.

Approved by the AWF Board on 12 June 2014



1. OVERVIEW

Australian Weightlifting Federation Limited (AWF) recognises that Social Media is an important part of the way Members communicate, and AWF therefore encourages Members to participate in Social Media and share their experiences of Olympic Weightlifting. AWF's public reputation is valuable and so are the reputations of AWF's Members, sponsors and stakeholders, so AWF prohibits Social Media communication that is defamatory, proprietary, obscene, misrepresentative of AWF or for commercial purposes. AWF has developed this Policy to encourage and promote appropriate use of Social Media by its Members which adds value and promotes the sport in a positive way.

2. DEFINITIONS

Unless the context otherwise requires, the terms used in this Policy shall have the same meaning as in the Australian Weightlifting Federation Limited Constitution and this document is to be read in conjunction with (and subject to) the Constitution and the AWF Member Protection Policy particularly Part A, section 7.9 and 7.10.

2.1 In this Policy, Social Media refers to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking, bookmarking and mashing. For the purposes of this Policy, Social Media extend to:

- a) Material communicated electronically, whether written, photographic, video, or audio, which is accessible by more than the individual Member;
- b) Facebook, Youtube, Twitter, MySpace, LinkedIn, Foursquare, Wikipedia, Flickr and all related domains;
- c) Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
- d) Any other forum which might be classified reasonably as social media as that term is generally understood; and
- e) Any other forum for public comment.



3. CONDITIONS OF USING OF SOCIAL MEDIA

3.1 Prohibitions: When using Social Media, a Member must not:

- a) make posts that are abusive or harass or threaten any other person including AWF employees or contractors, board members, officials or any other AWF member;
- b) abuse others or expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful including in relation to AWF employees or contractors, board members, officials or any other AWF member;
- c) impersonate or falsely represent any other person;
- d) post inaccurate or misleading or deceptive content or content for an illegal purpose;
- e) make defamatory or libellous comments;
- f) post material that infringes the intellectual property rights of others or breaks any other law including privacy, defamation or harassment;
- g) post content that interferes with the conduct of any function or event run by AWF or with the role and responsibilities of AWF as the peak body for Weightlifting in Australia;
- h) post content that violates security measures instituted at any AWF facility;
- i) comment in a way that may harm the reputation of an AWF Member, any Member of a State Association or any of AWF's sponsors, partners and stakeholders;
- j) use Social Media platforms as a forum for disputes or grievances;
- k) use AWF, the Australian Open/International or affiliated brands (including sponsors and suppliers) to endorse or promote any product or service, opinion, cause or political candidate;
- l) use videos or images of others without express prior permission; or



m) publish, post or release information that is considered confidential and not for the public. If it seems confidential, it probably is.

3.2 When posting on any AWF Social Media platforms an individual must not:

- a) promote their commercial interests in any manner;
- b) make excessive postings on a particular issue or post multiple versions of the same opinion or information;
- c) post internet addresses, links to websites, email addresses;
- d) include personal information about themselves or others in posts (for example, email addresses, private addresses or phone numbers);
- e) identify and discuss other people and business including other members, athletes, officials or coaches unless they have their explicit permission to do so.

3.3 In addition, all Individuals are solely responsible for all comments that they post on Social Media. Individuals making personal comments should make it clear that the views expressed are their own and are not a representation of the views of AWF.

4. CONSEQUENCES – DISCIPLINARY ACTION

4.1 Where a breach or suspected breach of this Policy occurs, AWF may:

- a) Make a necessary public comment such as a correction, clarification, contradiction or apology;
- b) Issue a formal warning;
- c) Report any breach of any law to any local authority or wronged party;
- d) Take any disciplinary action available to it under the Constitution or any By-law or Policy made under the Constitution; or
- e) Exercise any of its available rights at law.



4.2 AWF expressly reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this Policy.

5. LIABILITY AND RESPONSIBILITY

5.1 If a Member makes public comment on Social Media or some other forum, that Member is solely responsible for that comment. Members should make it clear that the views expressed are their own.

5.2 Members who communicate their opinions and any other materials on Social Media do so at their own risk. A Member may be held personally liable for any commentary and/or material which may be defamatory, obscene or proprietary.

5.3 AWF encourages Members to report any use of Social Media which is likely to harm AWF's reputation.

6. PRIVACY

6.1 AWF may record any information posted to Social Media platforms operated by AWF and may use that information for the purpose of administering such Social Media platforms or any other purpose consistent with AWF's objects. AWF's Privacy Policy may be reviewed at www.awf.com.au/corporate/policies

6.2 AWF strongly recommends that all Members protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or phone numbers).