



QUEENSLAND WEIGHTLIFTING ASSOCIATION

SOCIAL MEDIA POLICY

This Policy is made by the Queensland Weightlifting Association (QWA) under Clause 26 of the QWA Constitution. It is binding on the QWA, employees of the QWA, all members of the QWA and any associated third parties of the QWA.

1. OVERVIEW

Queensland Weightlifting Association (QWA) recognises that Social Media is an important part of the way Members communicate and therefore the QWA encourages its members to participate in Social Media and share their experiences of Olympic Weightlifting. QWA's public reputation is valuable and so are the reputations of the QWA's members, sponsors and stakeholders therefore QWA prohibits any Social Media communication that is defamatory, proprietary, obscene, misrepresentative of the QWA or for commercial purposes. QWA 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.

The purpose of this policy is to ensure that QWA members, employees and associated third parties (Stakeholders and/or Sponsors) understand their obligations when using social media (such as Facebook, Instagram) and are informed of the importance of managing the risks associated with such use that may impact on the reputation of the QWA and/or the safety of its employees, and that may result in a breach of the QWA's Code of Conduct and policies, procedures or instructions. This policy is for the mutual protection of the QWA, its' members, employees and associated third parties and is not intended to prevent, discourage or unduly limit expression of personal opinion or online activities.

2. EMPLOYEES AND ASSOCIATED THIRD PARTIES

The Queensland Weightlifting Association (QWA) respects the right of its employees and third parties as private citizens, to engage in public debate on political and/or social issues, whether on the radio, the internet, in newspapers or on television. This extends to employees' and third parties use of social media sites.

At the same time, the QWA expects that all of its employees and associated Third Parties will fulfil their obligations and uphold the expected level of professional conduct and ethical behaviour when using social media. It is critical that employees and associated third parties of the QWA exhibit a high standard of professional conduct to maintain public confidence in the QWA's operations and reinforce the organizations values of transparency, accountability, respect and responsibility.

The use of social media during work hours is prohibited unless employees have appropriate authorisation for work-related use. Further, with respect to the use of social media outside of work hours, the QWA will take disciplinary or other action against its employees or associated third parties in regards to inappropriate use of social media even when the employee or third party is not on duty.

Accordingly, action can be taken against employees and associated third parties in relation to content that is posted on social media sites that represent directly or indirectly the QWA, members of the QWA or associated third parties outside of work hours. Employees need to be mindful that content posted on such sites is as public as if published in a newspaper or discussed at a public forum and has the potential to be broadcast across the entire internet.

3. DEFINITIONS

Unless the context otherwise requires, the terms used in this Policy shall have the same meaning as in the Queensland Weightlifting Association Constitution and this document is to be read in conjunction with (and subject to) the Constitution and the QWA Member Protection Policy.

3.1 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 extends 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, Instagram 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

3.2 In this Policy, it refers to Employees and associated Third Party

- a. An **employee** is an individual hired by the QWA for a specific job OR provide a service
- b. An **associated Third Party** is an individual or group that are associated with the QWA but are not hired for a specific job. These individuals or groups may include but not limited to stakeholders or sponsors

4. SCOPE

This policy applies to all QWA members, employees of the QWA (referred to hereafter as employees) and all associated Third Parties as defined in this policy.

This policy covers, but is not limited to, the sites and services mentioned below, and is also intended to cover other social media services as they develop in the future:

- social networking sites (eg Facebook)
- Instagram
- professional networking services (eg LinkedIn)
- video and photo sharing websites (eg YouTube)
- micro-blogging (eg Twitter)
- forums and discussion boards (eg Google Groups)
- online collaborations (eg Wikipedia)
- podcasting
- blogs including corporate blogs and personal blogs
- blogs hosted by traditional media outlets

5. CONDITIONS OF USING SOCIAL MEDIA

Prohibitions: When using Social Media, a Member, Employee (includes outside of working hours) or associated third party must not:

5.1

- a. Make posts that are abusive or harass or threaten or are deemed as bullying any other person including QWA employees, contractors, committee members, officials or any QWA member
- b. Abuse others or expose others to content that is offensive, inappropriate, obscene, insulting, provocative or hateful including in relation to QWA employees, contractors, committee members, officials or any other QWA member
- c. Impersonate or falsely represent any other person
- d. Post inaccurate or misleading or deceptive content or content for an illegal purpose
- e. Post material that infringes the intellectual property rights of others or breaks any other laws including privacy, defamation or harassment
- f. Make defamatory or libellous comments
- g. Post content that interferes with the conduct of any function or event run by the QWA or associated with the QWA in Queensland or Australia
- h. Post content that violates security measures instituted at any QWA facility or associated club facilities
- i. Comment in any way that may harm the reputation of a QWA Member, any partners or stakeholders
- j. Use Social Media platforms as a forum for disputes or grievances

- k. Use QWA 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 the express prior permission; or
- m. Publish, post or release information that is considered confidential and not for the public including other QWA employees and/or their personal details without their permission, QWA business, clients, services, prices, financial position, security or activities. If it seems confidential then it probably is.

5.2 Under no circumstances are employees to use the QWA email addresses or logos as part of their personal social media activities or post images of themselves or any other employee in uniform or exercising official duties. When posting on any QWA 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 post (for example: email address, private address 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.

5.3 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 the QWA.

6. CONSEQUENCES – DISCIPLINARY ACTION

It is expected that all employees, third party associates and QWA members will comply with this policy. Failure to comply with this policy may be subject to counselling, directions to withdraw posted material, disciplinary action which may include dismissal or cancellation of membership.

All employees and associated third parties have an obligation to immediately report any breach of this policy to the Operations Manager, President or any other member of the current QWA Committee.

If there are any concerns regarding this policy, please speak with the QWA Operations Manager or QWA Committee member.

6.1 Where a breach or suspected breach of this Policy occurs, the QWA 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

6.2 QWA expressly reserves the right to take any action including dealing with Social Media providers to remove any posted material that it considers to be in breach of this Policy and/or the Policies of the Social Media platform.

7. LIABILITY AND RESPONSIBILITY

- a. If a member makes a 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.
- b. 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.
- c. QWA encourages Members to report any use of Social Media which is likely to harm QWA's reputation.

8. PRIVACY

- a. The QWA may record any information posted on Social Media platforms operated by the QWA and may use the information for the purpose of administering such Social Media platforms or any other purpose consistent with the QWA's objects
- b. QWA strongly recommends that all Members, Employees and associated Third Parties protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or phone numbers)
- c. Employees, members and associated Third Parties need to be mindful that regardless of the security/privacy settings, content may still be made public (eg a contact may cut and paste comments onto another site) or may be illegally accessed by cybercriminals.

9. SECURITY

Social media sites can contain a significant amount of personal information. Accordingly, it is in the best interests of employees to ensure appropriate and effective security and/or privacy settings are established, where available, to

allow restricted access to their sites.

Furthermore, unintended invitees may gain access to a social network site through a linked association (eg friend of a friend).

Some individuals and organisations, including criminal organisations, use social media to mask their true identity and obtain personal information.

It is recommended that employees exercise caution with respect to the type of information that they post on such sites.

Related Policies

- [The Constitution of Queensland Weightlifting](#)
- [Member Protection Policy](#)
- [QWA Grievances Policy](#)

Document Control

Policy Owner	Queensland Weightlifting Association Inc.
Revision	V2
Date	1/07/2020
Review Date	1/07/2021
Status	Approved
Policy Author	Rawena Tairi
Policy Approver	QWA Committee
Email	qwa@qwa.org