

BMX Australia

Social Media Policy



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1. Use of Social Media

- 1.1.** BMX Australia (**BMXA**) understands that social networking through the use of internet-based and other electronic Social Media tools are integrated into everyday life. BMXA recognises the importance of the internet to improve and increase the flow of information, and to shape public thinking about our organisation, the sport of BMX, members of BMXA (**Members**), sponsors and stakeholders of BMXA.
- 1.2.** BMXA is committed to supporting your right to interact knowledgeably and socially through Social Media. It is important that the reputation of Members or BMXA is not tarnished by anyone using Social Media inappropriately, particularly in relation to any content that might reference the organisation. When someone clearly identifies their association with BMX Australia and/or discusses their involvement in the organisation in this type of forum, they are expected to behave and express themselves appropriately, and in ways that are consistent with BMXA's stated values and policies.
- 1.3.** BMX Australia (**BMXA**) has developed this Social Media Policy (**Policy**) to serve the best interests of its members. This Policy provides guidelines to encourage appropriate, respectful, and knowledgeable interaction with people on the internet. It also protects the reputations of BMXA, Members, sponsors and stakeholders and in doing so BMXA prohibit Social Media communication that is defamatory, obscene, abusive, proprietary or misrepresentative of BMXA, or for commercial purposes.

2. Background

- 2.1.** This Policy was adopted by the Board of BMXA on 8 September 2012 and is intended to bind all Members. This Policy may be amended from time to time.
- 2.2.** This Policy deals with the use of Social Media by Members as it impacts upon BMXA, Members, the sport of BMX and sponsors and stakeholders of BMXA.
- 2.3.** Unless the context otherwise requires, the terms used in this Policy shall have the same meaning as in the Constitution and this document is to be read in conjunction with (and subject to) the Constitution.

3. Definitions

- 3.1.** **BMXA Intellectual Property** includes, but is not limited to, BMXA's ideas, patents, registered and unregistered design rights, registered and unregistered trademarks, drawings, inventions and any copyright subsisting in any works, documents or other items and all other intellectual and industrial property rights (without limitation) and similar or analogous rights existing under the laws of any

country and all rights to apply for or register such rights. For the avoidance of doubt, BMXA Intellectual Property includes:

3.1.1. Club, State and BMXA logos;

3.1.2. The "Freestyle BMX", "Sprocket Rocket", "Mini Wheeler" or any other associated slogans;

3.1.3. Images depicting BMXA or club volunteers, staff and/or equipment, except with the permission of those individuals; and

3.1.4. Other BMXA imagery.

3.2. **Social Media** is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking or bookmarking. For the purposes of this Policy, Social Media extends to, but is not limited to as follows:

3.2.1. Electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the Member alone;

3.2.2. Facebook, YouTube, Twitter, MySpace, LinkedIn, Wikipedia, Flickr and related domains;

3.2.3. Blogs, social networking sites, instant messaging, social bookmarking, media sharing and collaborative editing websites;

3.2.4. Any other forum which might reasonably be classified as social media as that term is generally understood; and

3.2.5. Any other forum for public comment.

The intent of this Policy is for the definition of Social Media to capture and include anything posted online or communicated electronically where information is shared that might affect members, colleagues, clients, sponsors or BMXA as an organisation.

4. Scope

4.1. This policy applies to BMXA Members, whether they are in a paid or unpaid/voluntary position, and also applies to as follows:

4.1.1. Individuals sitting on boards, committees and sub-committees;

4.1.2. Employees of BMXA or clubs and volunteers;

4.1.3. Members including license holders

4.1.4. State representative officials and athletes;

4.1.5. Support personnel (eg: managers, physiotherapists, psychologists, masseurs, sport trainers); Coaches and officials

5. Guiding Principles

- 5.1.** The web is not anonymous. Members and BMXA staff should assume that everything they write can be traced back to them.
- 5.2.** Due to the unique nature of BMX in Australia, the boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that Members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a Member for BMXA. BMXA considers that all Members are representatives of BMXA.
- 5.3.** Honesty is always the best policy, especially online. It is important that BMXA members think of the web as a permanent record of online actions and opinions. Even when an item is deleted from a particular site Members must be aware that this content could continue to exist in some form somewhere.
- 5.4.** When using the Internet for professional or personal pursuits, all members must respect the BMXA brand and follow the guidelines in place to ensure BMXA's intellectual property or its relationships with sponsors and stakeholders is not compromised (see 5.0 below), or the organisation is brought into disrepute.

6. Usage

- 6.1.** For BMXA members and staff using Social Media, such use must not:
 - 6.1.1.** abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
 - 6.1.2.** impersonate or falsely represent any other person, including BMXA or another Member;
 - 6.1.3.** abuse, harass or threaten any other person, including BMXA or another member;
 - 6.1.4.** make defamatory or libelous comments;
 - 6.1.5.** use obscene, offensive, insulting, provocative or hateful language;
 - 6.1.6.** post material that infringes the intellectual property rights of others, including the BMXA Intellectual Property;
 - 6.1.7.** intrude upon the privacy of other Members of BMXA without the consent of such Members;
 - 6.1.8.** interfere with the conduct of any event run by BMXA or with the role and responsibilities of BMXA as the peak body for BMX in Australia;
 - 6.1.9.** violate any security measures instituted at any facility of BMX;
 - 6.1.10.** comment in a way that may be construed as harming the reputation of him or herself, another Member, or BMXA, including its sponsors or stakeholders;

6.1.11. Must not comment on, or publish, information that is confidential or in any way sensitive to BMXA, its affiliates, partners or sponsors; and

6.1.12. Must not bring BMXA or the sport of BMX into disrepute

BMXA'S Social Media Platforms

6.1.13. make excessive postings on a particular issue or post multiple versions of the same opinion or information on Social Media platforms operated by BMXA;

6.1.14. promote commercial interests in Social Media platforms operated by BMXA; or

6.1.15. posting internet addresses, links to websites, email addresses or other personal information on Social Media platforms operated by BMXA.

6.2. For BMXA staff using Social Media, such use must not interfere with work commitments.

6.3. Furthermore, BMXA members and staff may not use the BMXA brand (see 5.0 below) to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent or reflect the views of BMXA.

7. Official BMXA Social Media

7.1. When creating a new website, Social Media page or forum for use by Members or others, care should be taken to ensure the appropriate person from BMXA (or relevant club/state/national level) has given prior written consent to create the page or forum.

7.2. Similarly, appropriate permission must be obtained for the use of BMXA Intellectual Property, or the intellectual property relating to a club/state/national level). Images of minor children may not be replicated on any site without the prior written permission of the child's parent and/or guardian.
For official BMXA Social Media:

7.2.1. Posts must not contain, nor link to, pornographic or indecent content;

7.2.2. Some hosted sites may sell the right to advertise on their sites through 'pop up' content which may be of a questionable nature. This type of hosted site should not be used in any Social Media as the nature of the 'pop up' content cannot be controlled;

7.2.3. BMXA employees must not use BMXA online pages to promote personal projects; and

7.2.4. All materials published or used must respect the copyright of third parties.

8. Consideration towards others when using Social Media

8.1. Social Media sites often allow photographs, videos and comments to be shared with other users. BMXA members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way. For example, there may be an expectation that photographs taken at a private BMXA event will not appear publicly on the Internet. In certain situations, BMXA

members or staff could potentially breach the privacy act or inadvertently make BMXA liable for breach of copyright. BMXA members or staff should be considerate to others in such circumstance and should not post content when they have been asked not to or prior consent has not been sought and given. They must also remove information about another person if that person asks them to do so.

9. Breach of Policy

- 9.1.** BMXA and its states/clubs continually monitor online activity in relation to BMXA and Members. BMXA encourages Members to report detected breaches or suspected breaches of this Policy to BMXA, and any use of Social Media which is likely to harm BMXA's reputation.
- 9.2.** In circumstances of a breach or suspected breach of this Policy, BMXA may:
 - 9.2.1.** make a necessary public comment such as a correction, clarification, contradiction or apology;
 - 9.2.2.** issue a formal warning;
 - 9.2.3.** report any breach of any law to any local authority or wronged party;
 - 9.2.4.** take any disciplinary action available to it under the Constitution or any Regulation made under the Constitution which may include and be in the form of:
 - 9.2.4.1.** a warning or caution;
 - 9.2.4.2.** suspended penalty;
 - 9.2.4.3.** fine of up to \$5,000.00;
 - 9.2.4.4.** suspension from membership;
 - 9.2.4.5.** loss of license for up to 2 years;
 - 9.2.4.6.** a combination of any of the above.
 - 9.2.5.** exercise any of its available rights at law.

10. Responsibility and liability

- 10.1.** If a Member makes public comment, whether using Social Media or some other forum, the Member is solely responsible for that comment. Members should make it clear that the views expressed are their own.
- 10.2.** 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.

11. Privacy

- 11.1.** BMXA may record any information posted to Social Media platforms operated by BMXA and may use that information for the purposes of administering such Social Media platforms or any other purpose consistent with BMXA's objects.
- 11.2.** BMXA 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 telephone numbers).

12. Consultation or Advice

- 12.1.** This Policy has been adopted to provide a framework for BMXA Members and staff to operate under in the new and ever changing area of Social Media. BMXA Members or staff that are unsure of their rights, liabilities or actions online and require further clarification should contact the BMXA General Manager.