

Alice Springs Running and Walking Club (ASRWC)

Social Media Policy

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1 Purpose

The Alice Springs Running and Walking Club (the Club) recognises that its members participate in social networking and respects people’s right to private pursuits, however Club members and its associates and stakeholders need to be aware of their responsibilities and obligations when using social media and that the Club’s brand, reputation and sponsorship interests in business are protected from some of the inherent risks of social media.

2 Scope

This Policy applies to all people associated with the Club.

Social media applies to internet-based tools for sharing and discussing information among people. It refers to user-generated information, opinion and other content shared and discussed over open digital networks.

Examples include (but are not limited to):

- social networking sites (facebook, myspace etc)
- email and instant messaging
- Microsoft Lync
- video and photo-sharing websites (youtube, flickr etc)
- blogs, including corporate and personal blogs
- micro-blogging (twitter)
- forums, discussion boards or groups (whirlpool, google groups)
- wikis (wikipedia)
- vod and pod-casting.

3 References

Examples of legislation that relates to specific types of harassment include:

- 1 the [Racial Discrimination Act 1975](#)
- 2 the [Sex Discrimination Act 1984](#)
- 3 the [Disability Discrimination Act 1992](#), and
- 4 the [Age Discrimination Act 2004](#).
- 5

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4 Roles and Responsibilities

The standards of behaviour expected of Club members is based around a framework of values of respect for all people involved in the clubs activities.

Our **Principles** are based on maintaining:

- Integrity – not taking advantage or bullying or harassing other people
- Respect – being fair and equitable to all people and cultures associated with the Club
- Equity- being courteous, sensitive and considerate of others and other organisations.

5 Expectations

The Club recognises that its members and associates may wish to use social media to promote and discuss the Club's activities, but must be mindful of not damaging the Club's reputation, brand, sponsorship interests and/or bringing the Club into disrepute.

The Club expects that its members and associates will adhere to the following standards of behaviour, and will not:

- Post materials or comments that are obscene, defamatory, threatening, bullying, harassing, discriminatory, intimidating or hateful in relation to other members, associates, sponsors or agencies or organisations, relating to activities of the Club.
- Knowingly use the identity of another person (including name, alias or variation of a name);
- Allow their online interactions to damage or negatively impact on internal or external working relationships;
- Post Club logos, branding, trademarks or other such intellectual property without prior permission of the Club committee.

We do not want to discourage personal expression or reasonable, limited online or other social media activities provided that our **Principles** (Item 4 refers) are not impacted.

All people are encouraged to recognise the potential for damage to be caused (either directly or indirectly) to the Club in certain circumstances when using social media.

No-one is permitted to create any Social Media page or identity using the Club's name without prior permission.

6 Breach of Policy

All Club members, associates and general public are advised that a breach of this Policy can result in:

- A sanction of a verbal or written warning or
- Termination of membership from Committee / and or the Club, or
- Legal action.

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