

OPERATIONAL

Facebook Group Rules Policy

1.0 Purpose and scope

1. This Policy is to provide guidance and clarity to Exercise & Sports Science Australia (ESSA) Workers and Members regarding their obligations and expectations in the use of ESSA Facebook Groups.
2. ESSA Workers and Members must comply with the policy should they be identifiable as an ESSA Worker or Member.
3. This Policy does not apply to personal use of social media platforms where you make no reference to ESSA-related issues.
4. This Policy should be read in conjunction with the ESSA Code of Professional Conduct and Ethical Practice, ESSA Social Media Policy, and the Code of Conduct for ESSA Workers.
5. This Policy applies to ESSA Workers and ESSA Members.

2.0 Principles and key requirements

2.1 Key principles

1. ESSA Facebook Groups will provide a forum for online conversations and active engagement between Members and ESSA. This engagement is underpinned by three key objectives:
 - a. Informing users about ESSA news and ESSA-related activities.
 - b. Actively listening and engaging with community conversations.
 - c. Consulting with community members around key ESSA or industry issues.
2. The use of Facebook Groups in connection with ESSA will be guided by the following principles:
 - a. Respect - for people, for the organisation and ESSA's Values.
 - b. Fairness – treating ESSA, staff, Members or stakeholders fairly.
 - c. Transparency – personal views do not imply ESSA endorsement.
 - d. Confidentiality - of information obtained from ESSA.

2.2 Use of ESSA Facebook Groups

1. ESSA acknowledges and encourages the positive use of ESSA Facebook Groups as a tool for connecting with and engaging Members.
2. Opportunities for the use of ESSA Facebook Groups include, but are not limited to:
 - a. Promotion of ESSA to the member community that reinforces and builds a positive reputation and brand awareness.
 - b. Communication of ESSA services and activities.
 - c. Communication on activities related to ESSA's corporate partners and sponsors.
 - d. Attraction and building of relationships with new and existing Members.

- e. Sharing collaborative opportunities (e.g., surveys, consultations).
- f. Advertisement of recruitment opportunities (jobs, volunteer opportunities).
- g. Promotion of events, professional development opportunities, awards, and achievements.
- h. Facilitation of professional networking.
- i. Promotion of our accredited professionals to Members, stakeholders and the wider community.
- j. Dissemination of important information.

2.3 Discussion rules for ESSA pages/Groups

1. ESSA Facebook Groups are for Members only.
2. State-based Facebook Groups are for Members who reside in that state. A Member may be part of more than one State-based Facebook group only if they reside on the border of two Australian states.
3. ESSA encourages positive, constructive, fair, true and honest commentary.
4. ESSA will encourage posts sharing information of use to other Members in relation to health, exercise and sports science matters only.
5. Posts considered promotional in nature must be relevant to Members and not repetitive.

2.4 Sanctions for non-compliance

1. Posts will be deleted if they are considered untrue, misleading, unprofessional, abusive, aggressive, insulting, or otherwise inappropriate, including making false or malicious claims that may harm a person or ESSA's reputation.
2. ESSA will delete promotions of other social media Groups that affect the ESSA organisation.
3. A failure to comply with this Policy may result in the following:
 - a. Access to Groups will be removed if membership is cancelled, if there is continued negative or demeaning behaviour, or comments breach the ESSA Code of Professional Conduct and Ethical Practice or the Code of Conduct for ESSA Workers.
 - b. Comments deemed as malicious, bullying or discriminatory towards other Members or ESSA Workers will be removed, with Members receiving a written warning. If behaviour continues, access to Groups will be removed.
4. Any breach of this Policy by a Member that is considered to be of a serious nature may be referred to the CEO in accordance with ESSA's Ethics and Disciplinary Policy and Procedures.

2.5 Admitting and declining new Members

1. New group members are required to complete a series of questions to access state-based Facebook Groups. If they are either non-Members or reside outside of the state of group they are attempting to join, their request for access will be declined with feedback provided.

3.0 Roles, responsibilities, and accountabilities

3.1 ESSA Workers

1. Workers must conduct themselves in accordance with the Code of Conduct for ESSA Workers, ESSA's Social Media Policy and other ESSA policies at all times when they are identifiable as an ESSA Worker.

3.2 ESSA Members

1. Members must conduct themselves in accordance with the ESSA Code of Professional Conduct and Ethical Practice and the ESSA Social Media Policy.

4.0 Monitoring, review and assurance

1. The CEO maintains oversight of this Policy.
2. The Marketing and Communications Manager will work to ensure the relevance, veracity and consistent content before making recommendations to the CEO.
3. The Marketing and Communications Unit will monitor ESSA's Facebook Groups to ensure compliance with this Policy and will issue any required sanctions in accordance with clause 2.4.
4. This Policy will be reviewed on a triennial basis.

5.0 Recording and reporting

1. Breaches will be recorded in IMIS against the member's record.
2. The Member Services Unit and Regulation and Standards Unit will be notified of any breaches.

6.0 Appendix

6.1 Definitions

CEO means the Chief Executive Officer of ESSA.

ESSA means Exercise and Sports Science Australia Ltd.

Facebook Group means a private group of people with shared interests who connect, learn and share information.

IMIS means ESSA's member database.

Marketing and Communications Manager means the Marketing and Communications Manager of ESSA.

Member means a financial member of ESSA whether admitted as a student member, full member, fellow, associate member, academic member or honorary member.

Member Services Unit means the Member Services Unit of ESSA.

Regulations and Standards Unit means the Regulations and Standards Unit of ESSA.

Sanction means a penalty imposed for the breach of a rule, code, regulation or legislation.

Worker means all ESSA Board members, staff, contractors, Council members, Committee members and volunteers (including but not limited to employees, directors, officers, contractors (including employees of contractors), contributors, suppliers and consultants of ESSA).

6.2 Related instruments

- [Code of Conduct for ESSA Workers](#)
- [ESSA Code of Professional Conduct and Ethical Practice](#)
- [ESSA Ethics and Disciplinary Policy and Procedures](#)
- [ESSA Social Media Policy](#)

7.0 Metadata for document management

Owner	Chief Executive Officer
Custodian	Marketing and Communications Manager
Last Approval Date	19 February 2024
Next Review Date	19 February 2027
Audience / Users	ESSA Workers, Members
Notes	

8.0 Modification History

Date	Version	Details
19 February 2024	1	New policy produced and formalised.