

Social Media policy

Approval Authority by:	ESSA Chief Executive Officer
Date Approved:	17 December 2015
Date Effective:	23 December 2015
Date of Next Review:	23 December 2017
Level of Policy	Managerial
Related documents:	ESSA's Code of Professional Conduct and Ethical Practice
Designated Authority::	ESSA Chief Executive Officer
Responsible Officer	Operations Manager and Marketing and Communications Manager
Policy Overview	<p>This policy governs the publication and commentary on social media by directors and officers of ESSA, employees and members of Exercise & Sports Science Australia (ESSA). Social media means any facility for online publications and commentary, including without limitation blogs, wiki's, social networking sites such as Facebook, LinkedIn, Twitter, Flickr, YouTube, forums and discussion boards such as Yahoo! Google or LinkedIn Groups. This policy is in addition to and complements any existing or future policies regarding the use of technology, computers, email and the internet.</p> <p>ESSA directors and officers, employees and members are free to publish or comment via social media in accordance with this policy. ESSA director and officers, employees and members are subject to the policy to the extent they identify themselves as an ESSA director and officer, employee or member.</p> <p>Publication and Commentary on social media carries similar obligations to any other kind of publication or commentary.</p> <p>ESSA's Social media policy does not apply to personal use of social media platforms where you make no reference to ESSA related issues.</p> <p>If you require clarification about aspects of this policy and how it applies to your own circumstances, please contact; the ESSA Marketing team, (07) 3862 4122.</p>
Scope	This policy governs the publication and commentary on social media by directors, officers, employees and members of Exercise & Sports Science Australia (ESSA).
Definitions	<p>ESSA means Exercise & Sports Science Australia</p> <p>Director means a director of ESSA</p> <p>Officer means a person who holds a volunteer position within ESSA</p> <p>Employee means a person who is employed by ESSA</p> <p>Member means a person who is a member of ESSA</p>
Procedures	<p>Setting Up Social Media</p> <p>ESSA's social media accounts are to be set up by the Marketing Unit. They are to include ESSA's official corporate branding.</p> <p>Employees who have an official ESSA profile on social media sites must be consistent with ESSA's profile on the ESSA website or other ESSA publications. Profile information may be obtained from the</p>

Marketing and Communications Manager.

Representation

- When posting on an ESSA social media platform your positions within ESSA will always be considered.

Responsibility and Respect

You are required to:

- Only publish non-confidential information. Confidential information includes things such as meeting papers and discussions, unpublished details about current projects, future plans and financial information, research, staff and structure changes.
- Be respectful to your audience, fellow members, co-workers and consumers. Members, partners and employees should not be cited or referenced without their approval. Never identify a member by name without permission and never discuss confidential details of another employee or member's engagement.
- Comply with ESSA's employees and members diverse set of customs, values and points of view. Do not say anything contradictory or in conflict with the ESSA website. Do not post material that is obscene, threatening, discriminatory or hateful to another person or entity.
- Show respect for the laws governing copyright and fair use or fair dealing of copyrighted material owned by others, including ESSA owned copyrights and brands. It is good practice to link to others' work rather than reproduce it.
- Not say anything that is dishonest, untrue, misleading or incites negative commentary with the potential to damage the association or the professional groups ESSA represents.
- Only offer advice, support or comment on topics that fall within your areas of responsibility. For other matters, inform the relevant person.
- Disclose if you make an error, be up front about your mistake and correct it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you of posting something improper, deal with it fast and remove it immediately to reduce the possibility of legal action.

Personal Uses of Social Media

If you are using social media to make reference to ESSA, its employees, members or services in a personal capacity, you are required to:

- Point out any misrepresentation made about ESSA in the media and always do so with respect and with the facts
- Identify yourself as an ESSA director, officer, employee or member if you refer to ESSA and its business related individuals or organisation
- Be mindful of the importance of not damaging the organisation's reputation
- Not comment on or disclose confidential ESSA information.

- Ensure that any information you provide about ESSA and its services are factually accurate and if you express your opinion, you need to clearly state that they are your personal views
- Use a disclaimer to ensure that your stated views and opinions are understood to be your own and not those of ESSA
- Ensure that you are not the first to make an ESSA announcement
- Be polite and respectful of all individuals and communities with which you interact online

General, Non-Mandatory Social Media Tips

The following tips are not mandatory, but contribute to successful use of social media.

The best way to be interesting and effective is to write about what you are knowledgeable about.

To maintain high quality social media engagements, use a spell-checker and if you are not design oriented, ask the marketing team or someone who is more creative and design oriented whether the blog or the post is in line with the brand and take advice on how to improve it.

Social Media Discussion Group Rules Specifically for Members

- ESSA social member groups are for members only.
- Posts must be by real people with real names - pretend names will be removed from the group. Real persons must have a surname.
- We will delete posts that are false or malicious claims that may harm someone's reputation or the reputation of the association. This is a professional forum. It is unacceptable to post or send unprofessional, abusive, aggressive, insulting, or otherwise inappropriate messages. Confirmed complaints will result in the author being removed and blocked from the Group.
- Discussions must be relevant to health, exercise and sports science. We will delete any off topic posts that are not related to these topics.
- We will delete promotions of other social media groups that affect the ESSA Group. Confirmed complaints will result in the author being removed and blocked from the Group.
- We will delete self promotions of any kind unless approved by ESSA Marketing Unit. Promotion of products and services (even when free), websites, and business opportunities will be removed. Substantiated complaints will result in the author being removed and blocked from the Group. Any promotions approved by ESSA must not be repeated at a substantial rate.
- Discussion items must clearly invite members' response and participation.

BREACH of POLICY

If you do not comply with this Policy, you may be temporarily or permanently blocked from ESSA social media pages/groups. Additionally, you may face disciplinary action under ESSA's Code of Conduct and Professional Practice. This disciplinary action may involve a verbal or written warning or, in serious cases, termination of your employment or engagement with ESSA.

ESSA may recover from you any costs incurred as a result of a breach of this Policy.

If you break the law, you may also be personally liable.

Policy Modification History

Date:	Details:
Dec 2015	Updated policy