



TRIATHLON  
AUSTRALIA

# SOCIAL MEDIA GUIDELINES



## **SOCIAL MEDIA GUIDELINES**

### **1. INTRODUCTION**

Social Media is a wonderful communication tool that is used every day around the world, allowing people to connect and disseminate information via various channels.

Triathlon Australia Limited (TA) recognises the benefits of social media as an important tool of engagement and enrichment for its members and the importance it plays in increasing the awareness of the sport's profile and the profile of Australian Triathlon teams.

TA Members must remember however that TA and/or Triathlon related activity on social media can be reflective of the TA brand.

It is important that TA's reputation is not prejudiced or tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference TA.

TA and its stakeholders are highly respected organizations by the public and our international affiliates.

TA also has a corporate responsibility to protect its sponsors, partners, stakeholders and affiliates by maintaining a positive reputation by association.

Therefore, TA has introduced these Social Media Guidelines to provide a guide to appropriate and accepted social media use.

### **2. SCOPE**

These Guidelines apply to TA Members and to any other person who has agreed to be bound by them, whether they are in a paid or unpaid/voluntary position and whether they are:

- individuals sitting on boards, committees and sub-committees;
- employees of TA or clubs and volunteers;
- State representative officials and athletes;
- support personnel (e.g. managers, physiotherapists, psychologists, masseurs, sport, trainers); or
- athletes, coaches and officials.

These Guidelines take effect when an individual or entity identifies themselves as associated with TA, and/or discusses their involvement in TA or Triathlon on social media. At this point they should act in accordance with these Guidelines and in a manner consistent with TA's stated values and policies.

Notwithstanding its description as Guidelines this document is passed and implemented by the TA Board as By-Laws under Rule 37 of the TA Constitution. It binds all members of TA.

### **3. SOCIAL MEDIA CHANNELS**

These Guidelines cover all forms of social media including, but not limited to:

- maintaining an account, profile or page on social or business networking sites (such as but not limited to Facebook, Google+, Twitter, LinkedIn, Instagram);

- content sharing including but not limited to Snapchat, Periscope, Flickr, YouTube, Vine and Vimeo;
- commenting in blogs for personal or business reasons;
- leaving product or service reviews on retailer sites, or customer review sites;
- taking part in conversations on public and private web forums (message boards); or
- editing pages i.e. Wikipedia.

The intent of these Guidelines is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors, affiliates, stakeholders of TA or TA as an organisation.

#### **4. GUIDING PRINCIPLES**

The web is not anonymous. Persons bound by these Guidelines should assume that everything they write can be traced back to them.

You should think of the internet as a permanent record of online actions and opinions.

Boundaries between a person's profession, volunteer time and social life can often be blurred. It is essential that individuals make a clear distinction between what they do in a personal capacity and what they do, think or say in their capacity associated with TA.

Persons bound by these Guidelines and attending TA events/camps need to keep in mind that there are restrictions from event organizers on publishing any live vision or replicating coverage. Any TA hosted training camps staff should be sending content only through TA to post on TA channels in the first instance.

All persons bound by these Guidelines must follow them to ensure the TA brand and other TA intellectual property is not compromised. This means TA's logos cannot be used in any context without consent, including on social media and websites.

#### **5. USAGE - GENERAL OVERVIEW**

##### **Do not**

- Impersonate or falsely represent any other person, including TA or another TA Member.
- Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose.
- Abuse, harass or threaten any other person, including TA or another TA Member.
- Make defamatory or libelous comments.
- Use obscene, offensive, insulting, provocative or hateful language.
- Post material that infringes the intellectual property rights of others, including TA Intellectual Property.
- Intrude upon the privacy of other TA Members without the consent of such TA Members.
- Interfere with the conduct of any event run by TA or with the role and responsibilities of TA as the peak body in Australia.
- Violate any security measures instituted at any facility.
- Comment in a way that may be construed as harming your reputation.
- Comment on, or publish, information that is confidential or in any way sensitive to TA, its affiliates, partners or sponsors.
- Bring TA or the sport of Triathlon into disrepute.
- Capture images/vision of yourself or others while riding your bike on public roads. It's illegal.

## **Tips**

- SHOW your personality; however, do not be too casual.
- REMEMBER everyone can read it – it's like a postcard.
- BE responsible.
- SHARE your positive sports performances and achievements.
- Share experiences that give an insight into you as a person.

## **Do Not**

- COMMENT on or criticize fellow athletes, coaches or officials.
- MAKE comments regarding team selection or lack thereof.
- PICK a public fight on social media.
- POST overtly negative comments regarding your performances, or training.
- POST in the heat of the moment, when emotional or angry.
- POST if you get an uneasy feeling.
- POST sexual or sexist comments or photos.
- POST-racist comments.
- POST to your friends about events and personal material.
- SWEAR.
- REVEAL confidential TA information.
- RE-TWEET, share, re-post inappropriate posts.

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

Furthermore, persons bound by these Guidelines and particularly TA staff may not use the TA brand to endorse or promote any product, opinion, cause or political candidate. It must be abundantly clear to all readers that any and all opinions shared are those of the individual, and do not represent or reflect the views of TA.

## 6. POSTING TO TA'S SOCIAL MEDIA PLATFORMS

### You must not:

- Promote commercial interests in Social Media platforms operated by TA.
- Post internet addresses, links to websites, email addresses or other personal information on Social Media platforms operated by TA.
- Make excessive postings on an issue or post multiple versions of the same opinion or information on Social Media platforms operated by TA.

### Photograph Copyright

Social Media is based on information sharing – including photographs, videos and comments that are shared with other users.

Persons bound by these Guidelines must recognize that it may not be appropriate to share photographs, videos and comments in this way in every instance.

For example, photographs placed on official TA social media or web channels are done through separate and detailed relationships with photographers and rights to use photographs may not extend to those covered in the scope of this policy.

In certain situations, persons bound by these Guidelines could potentially breach the privacy act or inadvertently make TA liable for breach of copyright for improper use of these images.

Persons bound by these Guidelines 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.

## 7. BRANDING AND INTELLECTUAL PROPERTY (IP)

Trademarks belonging to TA are not to be used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean *“happening in subordinate conjunction with something else.”*):

Trademarks include:

- TA State and club logos
- TA slogans and taglines
- TA official event / championship names or associated collateral
- TA clothing
- Images depicting TA or club volunteers, staff and/or equipment, except with the permission of those individuals and
- Other TA imagery.

## 8. CREATION OF ACCOUNTS

This includes all TA managed “[triathlon.org.au](http://triathlon.org.au)” websites and individually managed affiliate club and association websites.

Before a new website, social networking page or forum is created for TA representative use, written consent must be provided by the appropriate person at State Association or TA level.

For example, permission from a State Association is acceptable for a State-level Championships social media page. Anything that is above or outside of State Association must be approved by TA.

Written permission must be obtained from TA for use of all logos and images on these websites,

blogs, pages or forums, in line with TA's Branding and Intellectual Property usage guidelines.

For official TA websites, blogs, pages and forums:

- Posts must not contain, nor link to, pornographic or indecent content;
- Official blogs, pages and forums must not be hosted by a site that sells the right to advertise on their site, through 'pop up' or consistent advertising, content which may be of a questionable nature;
- Persons bound by these Guidelines must not use TA websites, pages, blogs or forums to promote personal projects; and
- All materials published or used must respect the copyright and privacy of third parties.

## **9. NATIONAL TEAMS | TEAM SELECTIONS**

Team members are not permitted to announce their selections into TA National teams, prior to the official TA announcement.

In addition, the following Competition Guidelines apply to team members during competitions:

### **I am about to become ANTI-SOCIAL**

This guideline is to assist Australian team members engage with social media appropriately without detracting from performance.

Whenever posting on social media in the lead up and during an event, it is important to consider - "Is my message respectful?",

"Is my message professional?", "What would my family think if they read it?" and "Is my message adding value to myself and others?".

And tell yourself – it's time to turn off and become ANTI-SOCIAL!

**BEFORE COMPETITION** – Can I stay off social media for 2 hours before I compete?

**CONSIDER** staying off social media in the lead up to an event. Your complete focus should be on preparing for your upcoming performance without any distractions.

**SET MOBILE** phones to airplane mode during this time. USE for pre-race music and access to warm up plans. Communication via mobile phone in the case of emergency, with approval from the team manager.

**DURING COMPETITION** No Use

**AFTER COMPETITION - 1 HOUR AFTER** - Social Media Ban.

As above, post event. **AVOID** engaging in the use of social media until your emotional state has stabilized and you are in the appropriate frame of mind. Overly passionate posts can be damaging.

**PLEASE NOTE** – This should be considered by all TA High Performance athletes competing at international events.

## **10. CONSULTATION AND ADVICE**

These Guidelines provide guidance in the area of social media.

If an individual or organisation is unsure of their rights, liabilities and actions, and would like clarification on any points set out in these Guidelines, please contact TA.

## **11. DISCIPLINARY PROCEDURES**

Any breach of these Guidelines will be dealt with in accordance with the requirements of Rule 17 of TA's Constitution.