



TARGET RIFLE AUSTRALIA LIMITED

SOCIAL MEDIA POLICY

Commencement date: 1st February 2023

1. PURPOSE

This policy is intended to provide Target Rifle Australia Limited (**TRA**) staff, Members and volunteers with a framework to guide their use of social media in a manner that is consistent with the organisation's mission.

This policy applies to all parties (staff, members and volunteers). TRA expects its staff, Members and volunteers to use social media in accordance with this policy.

This policy only applies to staff in TRA Member States or Clubs where those Competition Target Shooting (**CTS**) entities do not have an existing social media policy. Where an CTS entity does not have an existing social media policy, it may choose to elect that this Policy applies to its employees.

2. DEFINITIONS

Social media is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.

Social media channels can include but are not limited to:

- a. Social networking sites like Facebook, LinkedIn and Google +;
- b. Video and photo sharing sites such as YouTube, Pinterest, Snapchat, Instagram, TikTok, and Vimeo;
- c. Blogs, including personal and corporate blogs such as Wordpress accounts;
- d. Comments left on blogs hosted by media outlets e.g. smh.com.au;
- e. Micro-blogging sites such as Twitter;
- f. Wiki's and online collaborations;
- g. Forums, discussion boards and groups such as Whirlpool;
- h. Online multiplayer gaming platforms such as Fortnite;
- i. Instant messaging including SMS, WhatsApp, WeChat and iMessage;
- j. Online dating sites such as Tinder, Bumble and RSVP;
- k. Podcast and vodcast sites;
- l. Geo-spacial tagging such as Foursquare; and
- m. Livestreaming sites and apps such as Twitch and Periscope.

3. SCOPE

This Policy applies to TRA staff, Members, and volunteers who represent TRA, both in Australia and overseas. This includes, as far as practicable, suppliers, partners and contractors (in this Policy **Social Media Users**).

Due to the unique nature of CTS 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 volunteer for TRA. TRA considers all Members of TRA as its representatives.

This Policy should be read in conjunction with TRA's National Integrity Framework and in particular Member Protection policy and code of conduct.

As noted above, this Policy does not apply to staff of Member States or Clubs in their capacity as staff of those entities, and where those entities have an existing social media policy. Where the staff of Member States or Clubs are also members of TRA, this policy will apply to those persons in their capacity as members of TRA.

4. GUIDING PRINCIPLES FOR SOCIAL MEDIA USE

For official and personal users of social media

Whenever Social Media Users are interacting on social media, in a professional or personal context, the following guiding principles should be considered and applied at all times. Social Media Users should be mindful of their posts and comments and must ensure that they are not defamatory or disparaging of any person in any way. Social Media Users take full responsibility for their behaviour and release and indemnify TRA and CTS Entities from any liability arising from any claim or action including but not only in defamation resulting from social media comments or posts by the Social Media User.

Please note TRA staff are also bound by the TRA Code of Conduct, and Members are also bound by the Member Protection Policy.

A Social Media User must:

- a. Not criticise TRA, sponsors, athletes, other organisations and their employees, volunteers or supporters, TRA or its Member States or Clubs;
- b. Not harass, bully, abuse or intimidate or display any other form of inappropriate behaviour as per the TRA Member Protection Policy (in particular but not only Cyber Bullying);
- c. Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, offensive, aggressive, abusive, profane, hateful, racist, pornographic, sexist, sexually explicit, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- d. Not exploit platforms to seduce, groom or inappropriately engage with Children;
- e. Not defame any other person or entity;
- f. Not do anything that breaches their terms of employment or membership;
- g. Respond to others' opinions respectfully;
- h. Subject to TRA policies and otherwise the consent of TRA not use any TRA intellectual property or imagery;
- i. Respond to others' opinions respectfully and acknowledge and correct mistakes promptly;
- j. Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
- k. Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
- l. Adhere to terms and use of the relevant social media platform/website, as well as TRA policies;

- m. Not post content that might otherwise cause damage to the reputation of TRA or bring it into disrepute;
- n. Disclose conflicts of interest to appropriate persons in relevant circumstances where able;
- o. Not directly express a political affiliation on an official account or a personal account clearly associated with CTS activities;
- p. Not upload information of a confidential nature, especially in regard to TRA's services or Members;
- q. Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property; and
- r. Not use TRA IP in relation to any paid or unpaid promotion or endorsement of products or commercial entities including in kind services or gifts; unless in agreement with TRA.

In addition, an TRA Staff Member must:

- a. Ensure that comments, posts, and responses from official TRA accounts are true and accurate;
- b. Not conduct a private business through TRA's social media presence;
- c. Ensure that comments, posts, and responses from official TRA accounts are true and accurate and link to online references and original source materials directly.

5. USE OF TRA TRADEMARK ON SOCIAL MEDIA

When using social media for professional or personal pursuits, all TRA Members must respect the TRA brand and follow the TRA Policies to ensure TRA's Intellectual Property and its relationships with sponsor and stakeholders are not compromised and that the organisation is not brought into disrepute.

In specific reference to social media:

- a. Partners or sponsors of State CTS entities may not imply association with CTS as a national movement (i.e. referring to themselves as 'proudly supporting TRA' or 'supporting Competition Target Shooting.'). If their association is with a State entity rather than the national entity, they may only refer to the State body (i.e. "Supporting Traget Rifle New South Wales" for example).
- b. Generalised products or services, social media accounts/domain names associated with TRA are to be used to represent these services/products/brands on a national scale only and the relevant registrations of these accounts established by National Office only.

6. USE OF PHOTOGRAPHY ON SOCIAL MEDIA

In summary, photos or video that may be interpreted as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist must not be used in any way. TRA reserves the right to remove any inappropriate images from official TRA sites.

You must adhere to copyright legislation at all times. If a photo or video does not belong to TRA, permission should be obtained, and appropriate recognition be given upon posting the content.

You should seek the consent of any individual before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, consent must be provided by a parent or legal guardian.

Use of any official CTS photo or video content on a personal social media account, without approval or authorisation is strictly prohibited.

7. PERMISSIONS

TRA may create social media accounts to engage with their members, supporters and general public. Any account which represents TRA must be authorised and approved by TRA Management. The account should identify itself as an official account representing TRA.

8. PERSONAL USE OF SOCIAL MEDIA WHEN YOU CAN BE IDENTIFIED AS AN TRA MEMBER

Personal use can be defined as the use of non-official TRA social media accounts where the person can be identified as an TRA Member.

Personal use is a matter for an individual user however, individuals will be accountable for the consequences of their actions on social media if such actions contravene this policy and will be disciplined according to the policies and codes of conduct of TRA and their individual employment or volunteer agreements.

9. NAMED AFFILIATIONS

Accounts (be it a blog, webpage, twitter account, Facebook page etc) that are not official, but are set up by employees, volunteers or supporters of TRA for personal reasons can have an affiliation to the organisation, so long as the following is undertaken:

- a. It should not have the affiliation with TRA as the primary identifier; and
- b. It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of TRA.

For example, a staff member might include a bio similar to this:

“Likes apples and fishing, interested in politics and the news, works for TRA, opinions expressed are my own and not to be taken as an endorsement or representing the views of TRA”.

10. POLICY BREACH

Misuse of social media can have serious consequences for TRA, and consequently that misuse can have serious consequences in terms of disciplinary action for Social Media Users under this policy.

TRA is responsible for ensuring adherence to the Social Media Policy by Social Media Users included in this policy.

TRA staff and volunteers must adhere to the Terms of Use of the relevant social media platform/website, as well as TRA policies and their own organisations policies and legislative requirements. In the event of breach and/or serious misconduct disciplinary action may be commenced under the relevant rules and/or other contract(s).

TRA encourages all Members to report any use of Social Media which is perceived to have breached this policy. If you believe there has been a breach of this policy please report and submit details of the alleged breach to TRA or your Member State body.