Appendix 3 – Social Networking Code of Conduct

1. Australian Athletics (AA) acknowledges the enormous value of social networking as a communications tool and to promote Athletics.

2. All Relevant Persons must conduct themselves appropriately when using social networking services including individual personal profiles and using social networking as an electronic means of engaging with others through private messaging (e.g., WhatsApp, Facebook messenger and other electronic messaging platforms and forums).

3. When using platforms to share information related to Athletics or personal social media activity including, but not limited to, postings, blogs, status updates and tweets, the material must not contain information which:

a) Has the potential to be offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate;
b) Is inaccurate, misleading or fraudulent;
c) Is in breach of the Australian Athletics Code of Conduct or this Social Networking Code of Conduct;
d) Is in breach of laws, court orders, undertakings or contracts;
e) Breaches the privacy or confidentiality of others; or
f) Has the potential to derogate from or negatively affect the image, goodwill, name or reputation of a Relevant Organisation, particularly Australian Athletics ia and its Member Associations.

4. All Participants must accept responsibility for the content they place on a social network and acknowledge their information can be made public or further distributed across social media platforms.

5. Adults communicating with Children through a social network should refrain from private messaging, ensure a parent/guardian is copied into any communication, and limit communication to required Athletics and/or Activity related messages only.

6. Use of social networking by adults must be in accordance with the AA Safeguarding Children and Young People Policy and its Child Safe Practices.

7. Relevant persons should not represent themselves as an authorised spokesperson of a Relevant Organisation, unless approved.

8. Any content posted on social networking services that is in breach of this Social Networking Code of Conduct may result in disciplinary action as Prohibited Conduct under the Australian Athletics Code of Conduct or under a National Integrity Framework policy.