



SOCIAL MEDIA POLICY

It is essential that you understand that comments you make via social media platforms are as public as if you were making the same comments to the media or at a public forum.

Definitions

Social Media may include (although is not limited to):

- social networking sites (e.g. Facebook, Myspace)
- video and photo sharing websites (e.g. Youtube)
- blogs, including corporate blogs and personal blogs
- micro-blogging (e.g. Twitter)
- instant messaging (including SMS)
- discussions boards such as Whirlpool, Yahoo and Google Groups

Statement of Policy

Personal use of social media

Overview

The ATCA recognises that you may wish to use social media in your personal life. This policy does not intend to discourage nor unduly limit your personal expression or online activities.

However, you should recognise the potential for damage to be caused (either directly or indirectly) to the ATCA or those involved within the ATCA in certain circumstances via your personal use of social media. Accordingly, you should comply with this policy to ensure that the risk of such damage is minimised.

You are personally responsible for the content you publish in a personal capacity on any form of social media platform.

Where your comments or profile can identify you as having an association with an ATCA club,

You must:

- ensure that all content published is accurate and not misleading
- be polite and respectful to all people you interact with

You must not:

- post material that is offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist, sexist, or is otherwise unlawful
- make any comment or post any material that might otherwise cause damage to the ATCA's reputation or bring it into disrepute

Compliance

Any reported or identified breach of this policy will be investigated by the CEP of the ATCA, unless referred directly to a Commissioner, and the offending party, if found guilty may be subject to a sanction which may take the form of a reprimand, financial penalty or such penalty deemed appropriate by the Commissioner. Any party so found guilty maintains a right of appeal to either an independent Commissioner or a Tribunal whichever is deemed appropriate by the ATCA.