



**Australian  
Calisthenic  
Federation**

## **ACF SOCIAL MEDIA POLICY**

**Commencement Date 28 September 2024**

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### **ACKNOWLEDGEMENT**

The Australian Calisthenics Federation respectfully acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection to land, waters and culture.

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## 1. INTRODUCTION

The Australian Calisthenics Federation (ACF) recognises that Social Media and digital communications are a valuable tool to engage and connect with members, participants, supporters, sponsors and other key stakeholder groups, and that Social Media is an increasingly important method of communications for members and participants.

The rapid growth and evolution of Social Media requires an overarching ACF policy that ensures Relevant Persons engaging in Social Media have an understanding about appropriate guidelines and usage.

The intention of this Social Media Policy (**Policy**) is to establish a culture of openness, trust and integrity in activities surrounding Social Media and the Internet, in conjunction with education and training.

## 2. PURPOSE

The purpose of this Policy is to set out ACF's rules for the appropriate use of Social Media by Relevant Persons, whether for or on behalf of ACF, engaging with ACF, or personally whilst a member of ACF.

The aim of this Policy is to:

- (a) promote and encourage appropriate use of Social Media by Relevant Persons;
- (b) ensure that Relevant Persons understand ACF's approach to Social Media, and its expectations for the personal and professional use of online communication; and
- (c) govern the terms of use by Relevant Persons of ACF-controlled, administered or related Social Media.

This Policy also aims to protect the Intellectual Property, Confidential Information, brand, reputation and viability of ACF as well as the rights and interests of Relevant Persons.

## 3. APPLICATION OF THE POLICY

- (a) This Policy applies to Relevant Persons. Under the ACF Constitution, this Policy binds all members of ACF as a policy implemented by the board.
- (b) While this Policy does not form part of any contract of employment, failure to comply with the procedures below may result in disciplinary action by ACF against Staff Members or any Relevant Person.
- (c) This Policy may be updated by ACF from time to time.
- (d) This Policy applies to all communications published by Relevant persons on Social Media.

## 4. POLICY GUIDELINES AND PROCEDURES

- (a) The use of Social Media is regarded as an essential and convenient tool in day to day life and business. It must be used in a manner that upholds the policies and procedures of ACF and in a way that reflects the responsible and upstanding principals of the organisation.
- (b) The use of Social Media by any Relevant Person should be appropriate, responsible and ethical:
- (c) All ACF communications posted, shared or sent on Social Media, whether by an Authorised User or otherwise, are considered official communications of ACF in the same manner as documents on ACF letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of ACF;

- (d) All communications posted, shared or sent on Social Media by Relevant Persons in their personal capacity may still be considered by others, whether correct or not, as a communication of ACF, or otherwise representing the views, values or beliefs of ACF or members of ACF. As such, ACF expects that such communications will at all times be consistent with the values, ethics, policies, aims and objectives of ACF.
- (e) The use of Social Media by any Relevant Person should be made with a clear distinction between acting in a professional capacity and a personal capacity.

#### 5. ACF BUSINESS USE – AUTHORISED USERS

- (a) Only Authorised Users are authorised to comment or publish information on Social Media for or on behalf of ACF.
- (b) To become an Authorised User of specific Social Media, a Staff Member or volunteer must gain the approval of the ACF National Operation Manager and / or ACF Chair in writing.
- (c) Once a Staff Member has received authorisation to use Social Media for and on behalf of ACF, the Staff Member or volunteer must:
  - (i) comply with the terms of this Policy;
  - (ii) disclose that they are an employee/contractor or volunteer of ACF;
  - (iii) use only authorised ACF accounts with that particular Social Media, unless authorised to use an approved official account or avatar;
  - (iv) disclose and comment only on information classified as information already within the public domain;
  - (v) ensure that all content published is accurate and not misleading, and complies with all relevant ACF policies and other relevant requirements;
  - (vi) comment only on the Staff Member's / volunteer's area of expertise and authority;
  - (vii) ensure comments are respectful; and
  - (viii) adhere to the terms of use for the Social Media platform or website being used.
- (d) The Staff Member must not:
  - (i) do anything that may cause harm to the business, brand, reputation or rights of ACF or its Associated Parties or the Events;
  - (ii) disclose information about an ACF stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and ACF;
  - (iii) disclose any Confidential Information without the appropriate written approval; or
  - (iv) post any material that might otherwise cause or be likely to cause damage to ACF or its Associated Parties' reputation, or bring or be likely to bring ACF, its Associated Parties, the Staff Member, the Events or the Sport into disrepute.
- (e) Staff Members and volunteers are encouraged to contact ACF Authorised Users with any Social Media requests so ACF can act on their behalf. Relevant Persons are further encouraged to 'share' posts that are created and shared by ACF Authorised Users.

- (f) At all times when using Social Media for and on behalf of ACF, Staff Members and volunteers must comply with this Policy and any training, directions and guidance provided by ACF about how to use Social Media.
- (g) Where accessing Social Media via the Computer Network, all Relevant Persons must:
  - (i) not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Policy; and
  - (ii) not spend unreasonable amounts of time using Social Media that is unrelated to official duties.
- (h) ACF must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official ACF website or social media platform.
- (i) All ACF Website activity, including the use of Social Media, must be approved by the ACF National Operations Manager and / or ACF Chair unless otherwise authorised under this Policy.

## 6. PERSONAL USE

- (a) Relevant Persons should be aware that communications made through Social Media have the potential to impact on ACF and its Staff Members. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with ACF.
- (b) Relevant Persons must take their employment or affiliation with ACF into account when using Social Media, particularly in the following circumstances:
  - (i) Social Media use that has the capacity to damage the Relevant Person's professional reputation;
  - (ii) Social Media use that has the capacity to damage the reputation of ACF, the Sport or the Events;
  - (iii) Social Media use that has the capacity to damage the Relevant Person's ability to work with their colleagues; and
  - (iv) Social Media use that breaches another of ACF's policies.
- (c) When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:
  - (i) make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of ACF or their connection with ACF. The Relevant Person may wish to use a disclaimer such as "*any views expressed on this site/account are those of the author only*" or "*these views are personal and mine alone*";
  - (ii) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to ACF or its Associated Parties, the Sport or the Events;
  - (iii) not post any material that might otherwise cause or be likely to cause damage to ACF's reputation, or the reputation of the Sport or the Events, or bring or be likely to bring ACF, the Relevant Person, the Sport, the Events or the Associated Parties into disrepute;
  - (iv) not post content that is in breach of one or more of ACF's policies;

- (v) not disclose information about ACF or its operations that is confidential or likely to cause harm to ACF or its Associated Parties;
- (vi) only disclose and discuss publicly available information;
- (vii) not use or disclose ACF's Intellectual Property or Confidential Information, including but not limited to ACF's logos, an ACF email address or insignia;
- (viii) not use the identity or likeness of a Staff Member;
- (ix) ensure that they are respectful of others at all times and comply with ACF's policies if they interact with (or about) ACF-related matters;
- (x) adhere to the terms of use of the relevant Social Media; and
- (xi) comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation.

## 7. MONITORING AND PRIVACY

- (a) While it is not ACF's usual practice to do so, ACF may intercept or monitor Staff Members' or volunteers use of Social Media on ACF provided applications or systems.
- (b) This may include, but is not limited to, the interception and/or reading of any message sent or received and any page visited via the Internet. By using ACF's applications or systems, the Staff Member or volunteer is deemed to have consented to such monitoring by ACF.
- (c) ACF may record any information posted to its Social Media and may use that information for the purposes of administering such Social Media or any other purpose consistent with ACF's Privacy Policy.
- (d) ACF strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications (for example but not limited to, email addresses, residential addresses and telephone numbers).

## 8. RESPONSIBILITIES

- (a) All Relevant Persons have a responsibility to ensure that their actions in relation to the use of Social Media comply with this Policy.
- (b) In particular, Relevant Persons are required to:
  - (i) comply with this Policy;
  - (ii) report any perceived incidence of non-compliance with this Policy to ACF, and to maintain confidentiality while the incident is being resolved; and
  - (iii) contribute to the elimination of the Improper Use of Social Media from ACF's work environment.
- (c) If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Policy, relating to ACF, they should report the circumstances via email to the ACF National Operations Manager or ACF Board.

Role/Portfolio	Responsibility
Board	<ul style="list-style-type: none"> <li>➤ Review the ACF social media policy as per the ACF Annual Board Schedule</li> </ul>
National Operations Manager	<ul style="list-style-type: none"> <li>➤ Assist with the development of review procedures required to carry out policies.</li> <li>➤ Ensure the current version of policy is listed on the website.</li> </ul>
Member States	<ul style="list-style-type: none"> <li>➤ Comply with the ACF Social Media policy and support the ACF and it's objectives within the policy.</li> </ul>

## 9. RELATED DOCUMENTS

The following documents may be used as reference information for the deployment of this policy/procedure:

Reference	Title	Identifier
(1)	ACF Safeguarding children & Young People Policy	ACF-076-POL
(2)	ACF Social Media Moderation Policy / Terms	ACF-156-POL

Version Control Table		
Version	Date Endorsed	Approved By

## AUTHORISATION

Signature of ACF Chair/Company Secretary

Date of Approval by the Board

Australian Calisthenics Federation