



Ice Skating Australia Incorporated

Affiliated to the International Skating Union

ISA Social Media Code of Conduct

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Related Documents	ISA-15 Member Protection Policy V8 2016 ISA-16 Code of Ethics and Behaviour V2 2018 ISU Communication 2104 Code of Ethics June 27 2017		

Version History	
V1	Version 1, 11 June 2013
ISA-16	Version 2, March 2018

Persons and Organisations Subject to this Policy

This Guideline applies to ISA Office Holders, Officials, Members and their members, Organising Committees for all ISA events and their officials, volunteers, skaters, coaches, trainers, and all other persons claiming or seeking standing as present, past or prospective participants in any ISA or related activity.

All persons subject to this policy are here referred to as 'we' or 'us' or 'you'.

Social Media Definition

Social media refers to any online tools or functions that allow people to communicate via the internet including any online technologies that allow individual users to upload and share content.

Social Media sites, forums and blogs, or any online mode of communication are exciting new avenues for expressing creativity and sharing interests and knowledge. Participation in these online communities is therefore supported where respect and consideration is shown for the participants, their property and the contextual environment.

Social Media Communication Policy

ISA encourages and supports its members and we take part in social media to relate positive experiences in the sport of figure skating in any capacity or discipline.

This policy applies to the personal use of social media only where it is directly and clearly related to or there is specific reference to, any person subject to this policy, Ice Skating Australia Inc., its business, competitions, teams, participants, products, services, events, sponsors, members or reputation.

Any misuse by stakeholders of social media in a manner that does not directly refer to the sport of figure skating may still be regulated by other policies, rules or regulations of Ice Skating Australia Inc.

Social Media communications should be conducted in accordance with the ISA Code of Ethics and Behaviour 2018.

As a part of the figure skating community, we are an extension of the Ice Skating Australia Inc. brand.

We must continue to always uphold the high ethical standards we have established as part of this Code of Conduct. Respect, integrity, transparency and honesty are at the heart of what we stand for and the key to our future success.

This Social Media Code of Conduct aims to provide specific guidance on best practice behaviour when working and operating within social media.

Code of Conduct Guidelines

Social media has blurred the lines between people's personal and professional time and space. It is important to understand that the impact of a person's social media presence can have repercussions in both their personal and professional lives.

Active social media interaction by us in a personal capacity is encouraged as a medium of advocacy and self-expression, however, it is important that guidelines are in place to minimise the risk of social media engagement harming our organisations.

These guidelines aim to provide best practice for all who participate in any/all social media sites and applications.

Social Media communications should always be considered public rather than private.

Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

Remember when you are online, you are on the record. Much of the content posted online is public and searchable.

Be aware of sharing confidential information, including: club/state/national administrative information which has not been formally released for publication; personal details; team information; coaching practices; financial information; or any information that is not clearly yours to share.

Any dialogue should be accurate and fact-checked and capable of substantiation. If you do make a mistake, ensure you correct it promptly and be respectful of the needs and wishes of fellow participants.

Be constructive and use sound judgement before entering into any dialogue. Always be polite and respectful of individuals' opinions. Show proper consideration for other's privacy.

All communications between adults and minors should be non-personal in nature and be for the purpose of communicating information about ice skating related activities. All content between adults and minors should be readily available to share with the public or families of the minor member.

Posting content that is obscene, defamatory, threatening or discriminatory to an individual, brand or entity is not tolerated.

Abiding by Copyright Laws

It is critical that we comply with the laws governing copyright in relation to material owned by others and Ice Skating Australia's own copyrights and brands.

Branding and intellectual property of Ice Skating Australia Inc.

You must not use any of Ice Skating Australia's intellectual property or imagery on your personal social media without prior approval from Ice Skating Australia Inc.

Ice Skating Australia's intellectual property includes but is not limited to:

- trademarks
- logos
- imagery which has been posted on Ice Skating Australia's official social media sites or website.

You must not create either an official or unofficial Ice Skating Australia presence using the organisation's trademarks or name without prior approval from Ice Skating Australia Inc.

Discrimination, sexual harassment and bullying

The skating community in general reflect a diverse set of customs, values and points of view. You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media, you are also bound by Ice Skating Australia's values and directives on Anti-Discrimination, Harassment and Bullying as outlined in the ISA Member Protection Policy V8 2016 (ISA-15).

Breaches of this Social Media Code of Conduct

Social Media communications that are deemed inappropriate are to be reported at a level consistent with the breach, such as your club or state body.

Issues of a serious nature including those concerning children can be reported directly to ISA administration and will be passed onto the ISA Disciplinary Committee.

administration@isa.org.au

If any person subject to this policy is found to have conducted a communication in violation of this Code of Conduct and the ISA Code of Ethics and Behaviour they may be subject to a disciplinary action or if necessary reported to the law enforcement authorities.

Investigation

Alleged breaches of this social media policy may be investigated according to Ice Skating Australia's related documents, including the ISA Code of Ethics and Behaviour 2018, and ISA Member Protection Policy V8 2016.

Where it is considered necessary, Ice Skating Australia may report a breach of this social media policy to police.

Disciplinary process, consequences and appeals

Depending on the circumstances, breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the Ice Skating Australia's Member Protection Policy 2016.

Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal under the appeals process as outlined in the Ice Skating Australia's Member Protection Policy 2016.

Related Policies, Codes and Guidelines

ISA Code of Ethics and Behaviour

ISA Member Protection Policy including:

Complaints Procedure

Child Protection Policy

Codes of Behaviour

Other legal considerations that may be applicable, and may include but are not limited to:

Intellectual property laws, including copyright and trade mark laws, Privacy, confidentiality and information security laws

Defamation Act 2005

Charter of Human Rights and Responsibilities Act 2006

Information Privacy Act 2000

Equal Opportunity Act 2010

Age Discrimination Act 2004

Australian Human Rights Commission Act 1986

Disability Discrimination Act 1992

Racial Discrimination Act 1975

Sex Discrimination Act 1984.

Assistance

If you require any advice or assistance in relation to these social media guidelines send your query to ISA administration at administration@isa.org.au
