

<b>Organisation:</b>	Curling Australia Ltd
<b>Policy Name:</b>	<b>Social Media</b>
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<b>Next Review by:</b>	31 December 2027

# Social Media Policy

## 1. INTRODUCTION

- 1.1 Curling Australia (**CA**) recognises that Social Media and digital communications are a valuable tool to engage and connect with members, athletes, supporters, sponsors and other key stakeholder groups, and that Social Media is an increasingly important method of communications for members and athletes.
- 1.2 The rapid growth and evolution of Social Media requires an overarching CA policy that ensures Relevant Persons engaging in Social Media have an understanding about appropriate guidelines and usage.
- 1.3 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.
- 1.4 This policy provides practical guidance allowing all members and participants of curling to benefit from the use of social media, while minimising potential risks and protecting those involved.

## 2. PURPOSE

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

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

### 3. DEFINITIONS

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- 3.1 In this Policy the following words have the corresponding meaning:

**Activity** means a sporting contest, match, competition, event, or activity (including training), whether on a one-off basis or as part of a series, league, or competition, sanctioned or organised by a Relevant Organisation.

**Associated Parties** mean CA's members, athletes, sponsors, officials and volunteers.

**Athlete** means a person who is registered, or entitled to participate, in an Activity.

**Authorised User** means a person authorised in accordance with clause 7.2 of this Policy to use Social Media on behalf of CA.

**CEO** means the Chief Executive Officer of CA from time to time.

**Computer Network** includes all Internet, email and computer facilities provided, supported or paid for by CA. It includes but is not limited to, desktop computers, laptop computers, mobile devices and any other means of accessing CA's email, Internet and computer facilities (including, but not limited to, a personal home computer which has access to CA's IT systems).

**Confidential Information** means information belonging to CA that is not known to the general public.

**Contractor** means any person or organisation engaged to provide services for or on behalf of a Relevant Organisation, and includes:

- (a) agents, advisers, and subcontractors of a Relevant Organisation; and
- (b) employees, officers, volunteers and agents of a contractor or subcontractor.

**Curling** means the sport of curling as governed by Curling Australia.

**Curling Australia** means Curling Australia Ltd. Also referred to as CA.

**Employee** means a person employed by a Relevant Organisation.

**Event** means any particular event or series of events, comprising Sport and/or entertainment activities, conducted by, or under authorisation from, CA.

**Improper Use** means the use of Social Media in a way that does not comply with this Policy.

**Individual Members** means individuals who are individuals registered with a Relevant Organisation.

**Intellectual Property** means all rights or goodwill subsisting in copyright, business names, names, trademarks (or signs), logos, designs, patents or service marks (whether registered or registrable).

**Internet** means a worldwide electronic communications network providing access to millions of resources, not all of which are free. The World Wide Web is one element of the Internet.

**Member** means a member of a Relevant Organisation, including:

- (a) Member Organisations, which means each company or incorporated association that is a member of Curling Australia, including each:
  - (i) State and territory; and
  - (ii) Affiliate that is a member of a state and territory Member.

**National Integrity Framework** means the Curling Australia “National Integrity Framework” adopted by a Relevant Organisation from time to time, as developed by Sport Integrity Australia and consisting of the following five policies:

- (a) Safeguarding Children and Young People Policy;
- (b) Competition Manipulation and Sport Gambling Policy;
- (c) Improper Use of Drugs and Medicine Policy;
- (d) Member Protection Policy;
- (e) Complaints, Disputes and Discipline Policy (the CDDP).

**Participant** means:

- (a) Athletes;
- (b) Coaches appointed to train an Athlete or Team in an Activity;
- (c) Administrators who have a role in the administration, operation or Activity of a Relevant Organisation, including directors, committee members or other persons;
- (d) Officials including referees, umpires, technical officials, or other officials appointed by a Relevant Organisation or any league, competition, series, or team sanctioned by a Relevant Organisation;
- (e) Support personnel who are appointed in a professional or voluntary capacity by a Relevant Organisation or any league, competition, series, or Team sanctioned by a Relevant Organisation including sports science sport

medicine personnel, team managers, agents, selectors, and team staff members; and

- (f) Parents/carers and spectators who are subject to registration conditions or venue conditions of entry that requires compliance with the CA Code of Conduct.

**Policy** means this Social Media Policy as amended from time to time.

**Relevant Organisation** means any of the following organisations:

- (a) Curling Australia;
- (b) Member Organisations; or
- (c) Any other organisation that has agreed to be bound by the CA Code of Conduct.

**Relevant Persons** mean and include:

- (a) Individual Member;
- (b) Participant;
- (c) Employee;
- (d) Contractor;
- (e) Volunteer;
- (f) Staff Members or
- (g) Authorised Officials
- (h) Any other person who has agreed to be bound by the CA Code of Conduct, including parents/carers who have agreed to registration conditions on behalf of an underage Individual Member.

**Social Media** means any online tool or functions that allow people to communicate and/or share content via the internet.

**Sport** means the sport of Curling as defined in CA's Constitution.

**Staff Members** mean all employees, contractors and volunteers of CA, including but not limited to permanent, casual and temporary staff and students on placement, as well as directors of CA.

**Team** means a collection or squad of Athletes, registered with a Relevant Organisation or entitled to participate in an Activity.

**Volunteer** means any person engaged by a Relevant Organisation in any capacity who is not otherwise an Employee or Contractor, including directors and office holders, coaches, officials, administrators and team and support personnel.

**Websites** mean the following websites covered by this Policy, including but not limited to: LinkedIn, reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok and any other website or application where content can be shared and peer to peer networking conducted.

#### **4. APPLICATION OF THE POLICY**

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4.1 This Policy applies to:

- (a) Relevant Persons; and
- (b) Relevant Organisations.

4.2 This Policy binds all members of CA as a policy implemented by the board in accordance with clause 5.3 of the Curling Australia Ltd Constitution.

4.3 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 CA against Staff Members or any Relevant Person.

4.4 This Policy may be updated by CA from time to time.

4.5 This Policy applies to all communications published by Relevant Persons and Relevant Organisations or their staff, contractors and representatives on Social Media.

4.6 Which platforms does the Social Media Policy apply to (but not limited to):

- (a) Social networking sites, e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc.
- (b) Video and photo sharing websites or apps, e.g. YouTube, Vimeo, Instagram, Flickr, etc.
- (c) Blogs and micro-blogging platforms, e.g. Tumblr, Wordpress, Blogger, etc.
- (d) Review sites, e.g. Yelp, Urban Spoon, etc.
- (e) Live broadcasting apps, e.g. Periscope, Meerkat, Facebook Mentions, etc.
- (f) Vod and Podcasting, e.g. iTunes, Stitcher, Sound Cloud, etc.
- (g) Geo-spatial tagging, e.g. Foursquare, etc.
- (h) Online encyclopaedias, e.g. Wikipedia, etc.
- (i) Instant messaging, e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc.

- (j) Online multiplayer gaming platforms, e.g. World of Warcraft, Second Life, Xbox Live, etc.
- (k) Online voting or polls.
- (l) Public and private online forums and discussion boards.
- (m) Internal Websites;
- (n) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (e.g. 'comments' or 'your say' features on news Websites);
- (o) forums and discussion boards;
- (p) product or service reviews on retailer or customer review sites (e.g. Yelp, Trip Advisor);
- (q) Any other online technologies that allow individual users or companies to use simple publishing tools or allow users to upload and share content.

## **5. USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY**

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- 5.1 You must be authorised by CA before engaging in social media as a representative of Curling Australia.

## **6. POLICY GUIDELINES AND PROCEDURES**

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- 6.1 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 CA and in a way that reflects the responsible and upstanding principals of the organisation.
- 6.2 The use of Social Media by any Relevant Person or Relevant Organisation should be appropriate, responsible and ethical:
- (a) All CA communications posted, shared or sent on Social Media, whether by an Authorised User or otherwise, are considered official communications of CA in the same manner as documents on CA letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of CA;
  - (b) All communications posted, shared or sent on Social Media by Relevant Persons and Relevant Organisations in their personal capacity may still be considered by others, whether correct or not, as a communication of CA, or otherwise representing the views, values or beliefs of CA or members of CA. As such, CA expects that such communications will at all times be consistent with the values, ethics, policies, aims and objectives of CA.
- 6.3 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.

- 6.4 You must adhere to the following guidelines when using social media related to CA or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation:
- (a) Use common sense;
  - (b) Protect your privacy;
  - (c) Honesty;
  - (d) Use disclaimers where appropriate ensuring you are only representing yourself;
  - (e) Use respect and sensitivity;
  - (f) Do not disclose any CA confidential information;
  - (g) Do not publish another person's identifiable image unless authorised;
  - (h) Comply with all applicable laws;
  - (i) Do not engage in any content that is discriminatory, harassing or bullying;
  - (j) Avoid controversial issues.

## **7. CA BUSINESS USE – AUTHORISED USERS**

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- 7.1 Only Authorised Users are authorised to comment or publish information on Social Media for or on behalf of CA.
- 7.2 To become an Authorised User of specific Social Media, a Staff Member must gain the approval of the CEO or a CA Board Director in writing.
- 7.3 Once a Staff Member has received authorisation to use Social Media for and on behalf of CA, the Staff Member must:
- (a) comply with the terms of this Policy;
  - (b) disclose that they are an employee/contractor/volunteer of CA;
  - (c) use only authorised CA accounts with that particular Social Media, unless authorised to use an approved official account or avatar;
  - (d) disclose and comment only on information classified as information already within the public domain;
  - (e) ensure that all content published is reviewed prior to publication to ensure the content is accurate and not misleading, and complies with all relevant CA policies and other relevant requirements;
  - (f) comment only on the Staff Member's area of expertise and authority;



- (g) ensure comments are respectful; and
- (h) adhere to the terms of use for the Social Media platform or website being used.

7.4 The Staff Member must not:

- (a) do anything that may cause harm to the business, brand, reputation or rights of CA or its Associated Parties or the Events;
- (b) disclose information about an CA stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and CA;
- (c) disclose any Confidential Information without the appropriate written approval; or
- (d) post any material that might otherwise cause or be likely to cause damage to CA or its Associated Parties' reputation, or bring or be likely to bring CA, its Associated Parties, the Staff Member, the Events or the Sport into disrepute.

7.5 Staff Members are encouraged to contact CA's Authorised Users with any Social Media requests so CA can act on their behalf. Relevant Persons are further encouraged to 'share' posts that are created and shared by CA Authorised Users.

7.6 At all times when using Social Media for and on behalf of CA, Staff Members must comply with this Policy and any training, directions and guidance provided by CA about how to use Social Media.

7.7 CA must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official CA website or social media platform.

7.8 All CA Website activity, including the use of Social Media, must be approved by the Company Secretary unless otherwise authorised under this Policy.

## 8. PERSONAL USE

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8.1 Relevant Persons should be aware that communications made through Social Media have the potential to impact on CA 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 CA.

8.2 Relevant Persons must take their employment or affiliation with CA into account when using Social Media, particularly in the following circumstances:

- (a) Social Media use that has the capacity to damage the Relevant Person's professional reputation;
- (b) Social Media use that has the capacity to damage the reputation of CA, the Sport or the Events;



- (c) Social Media use that has the capacity to damage the Relevant Person's ability to work with their colleagues; and
- (d) Social Media use that breaches another of CA's policies.

**8.3** When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:

- (a) 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 CA or their connection with CA. 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*";
- (b) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to CA or its Associated Parties, the Sport or the Events;
- (c) not post any material that might otherwise cause or be likely to cause damage to CA's reputation, or the reputation of the Sport or the Events, or bring or be likely to bring CA, the Relevant Person, the Sport, the Events or the Associated Parties into disrepute;
- (d) not post content that is in breach of one or more of CA's policies;
- (e) not disclose information about CA or its operations that is confidential or likely to cause harm to CA or its Associated Parties;
- (f) only disclose and discuss publicly available information;
- (g) not use or disclose CA's Intellectual Property or Confidential Information, including but not limited to CA's logos, an CA email address or insignia;
- (h) not use the identity or likeness of a Staff Member;
- (i) ensure that they are respectful of others at all times and comply with CA's policies if they interact with (or about) CA-related matters;
- (j) adhere to the terms of use of the relevant Social Media; and
- (k) 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.

## **9. MONITORING & PRIVACY**

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- 9.1 While it is not CA's usual practice to do so, CA may intercept or monitor Staff Members' use of Social Media on the Computer Network.
- 9.2 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 CA's

Computer Network facilities, the Staff Member is deemed to have consented to such monitoring by CA.

- 9.3 CA 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 CA's Privacy Policy.
- 9.4 CA 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).

## **10. RESPONSIBILITIES**

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

### **Company Secretary**

secretary@curling.org.au

## **11. POLICY BREACHES**

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- 11.1 Breaches of this Policy include but are not limited to:
- (a) Using CA's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation and/or its members.
  - (b) Interacting with any content that is abusive, harassing, threatening, demeaning, defamatory or libelous.
  - (c) Interacting with any content that includes insulting, obscene, offensive, provocative or hateful language.
  - (d) Interacting with any content, which if said in person during the playing of the game would result in a breach of the rules of the game.

- (e) Interacting with any content in breach of CA's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- (f) Interacting with any content that is a breach of any state or Commonwealth law.
- (g) Interacting with any material to our social media channels that infringes the intellectual property rights of others.
- (h) Interacting with material that brings, or risks bringing CA, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

#### 11.2 Reporting a breach:

- (a) If you notice inappropriate or unlawful content online relating to CA or any of its Members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately.

#### 11.3 Investigation:

- (a) Alleged breaches of this Policy may be investigated according to CA's Member Protection Policy.
- (b) Where it is considered necessary, CA may report a breach of this Policy to police.

## 12. CONSEQUENCES

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- 12.1 If directed by CA, the responsible Relevant Person or Relevant Organisation will remove, rectify and/or publish a correction about, any material published on Social Media that, in the view of CA, may breach this Policy or otherwise bring or be likely to bring, the CA, a Relevant Person or Relevant Organisation or the sport of Curling into disrepute.
- 12.2 A Relevant Person or Relevant Organisation who breaches this Policy may be responsible for any loss suffered by CA, or its Associated Parties.
- 12.3 If a claim that Social Media has been used improperly is substantiated, disciplinary action, including but not limited to under the CA Constitution, may result. The level of action will depend on all the circumstances, including the severity of the conduct. The actions could include, but are not limited to:
  - (a) requesting for a formal apology;
  - (b) a written warning;
  - (c) suspension or termination of membership, or membership benefits; or
  - (d) termination of employment (with or without notice).

- 12.4 Breaches of this Policy will be dealt with in accordance with the disciplinary provisions under CA's Constitution and associated policies.

### **13. RELATED POLICIES**

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- 13.1 This Policy must be adhered to, in conjunction with the following CA rules and policies:
- (a) Curling Australia Constitution;
  - (b) Curling Australia Code of Conduct
  - (c) Curling Australia National Integrity Framework.

## Annexure A

# Social Media, Blogging and Internet Guidelines

### 1. USE OF SOCIAL MEDIA AND BLOGGING SITES

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#### 1.1 Profile Names

- (a) If a team of any discipline wishes to make a team page on social media, the team must use their skip's surname as their team name/profile name.
  - (i) For example: Team Smith for disciplines of four players OR Team Smith/Jones for mixed doubles.
  - (ii) The female's surname is listed first followed by the male's surname for mixed doubles. If the social media site does not allow this profile name due to a conflicting profile's name, you may use a differentiating phrase following the team name such as "- Curling Team" or giving the skip's complete name such as "Team John Smith"
- (b) Under no circumstances shall the profile name or site URL state or suggest that you are the Australian Curling Team of any discipline. Instead, you are encouraged to use this in your description but must be preceded by the specific season which you are/were National Champion and written as "[year] Australian [discipline] Curling Team".
  - (i) For example: 2024/25 Australian Women's Curling Team.
- (c) The Curling Australia logo must not be used in any of the predominant photos unless expressed permission is granted from CA.
- (d) Profile names or images of children (U18) are not to be used or posted without expressed and documented consent from their parent or guardian and authorisation from CA.

#### 1.2 Postings, Status Updates, Blogs, Comments, Tweets

- (a) Any postings made on a social media page/blog must include the relevant season and discipline if it makes a claim to be the Australian National Curling Team of any nature.
- (b) Postings that include children (U18) are not to be used or made without expressed and documented consent from their parent or guardian and authorisation from CA

- (c) Child Safeguarding Guidelines must be adhered to as per the Safeguarding Children and Young People Policy within the National Integrity Framework. Refer to the [Safeguarding Children and Young People](#) page of the CA website.

## **2. USE OF FUNDRAISING SITES**

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- 2.1 Teams/players must also abide by the guidelines stated in Annexure A - 1.1.
- 2.2 Teams must clearly state the purpose for which the funding will be used and should directly relate to events during the current curling season such as Nationals, PCCCs, World Qualifier or World Championships.
- 2.3 Usage of the word “**Olympics**”:
  - (a) Referencing aspirations for the team to reach the Olympic Winter Games is completely acceptable, however, care must be taken to ensure the average reader who is unaware of the qualification process will not be led to believe that financial support will equal a spot at the Olympic Winter Games.
  - (b) If the current season of curling does not include any events which consist of Olympic Qualifying Points, the primary purpose of the funding must not be on the Olympic Winter Games. The purpose should be targeted at other events such as Nationals, PCCCs, World Qualifier or World Championships.
  - (c) The ‘Olympics’ is a brand and is to be protected. Please refer to the Olympic Insignia Protection Act 1987 to ensure compliance. This is particularly important when seeking sponsorship. Details can be found at: [Federal Register of Legislation - Olympic Insignia Protection Act 1987](#)

## **3. UPHOLDING OUR REPUTATION**

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- 3.1 Curling Australia encourages the appropriate use of social media and blogging to promote players, teams, sport and federations. To ensure these parties are promoted appropriately, all social media comments, postings, photos, video, audio, blogs, tweets or status updates must not be construed as negative or derogatory towards others, nor damaging to the reputation of themselves, others, the sport, the federations or any other stakeholders. This further applies to any interviews or statements provided for the public domain.
- 3.2 Any written or spoken material in any domain is your own and not a reflection of the Curling Australia. You must not make comments that you are expressing views nor speaking on behalf of Curling Australia unless expressed permission is granted by CA Management or CA Board.
- 3.3 CA Management and CA Board have the authority to issue a removal notice at their discretion for any form of social media posting, comment or blog which does not meet the aforementioned guidelines. If you are unsure of your use of the wording on your social media page, please contact Curling Australia for assistance.