



Rowing South Australia (Rowing SA)

2015 SOCIAL MEDIA, BLOGGING AND INTERNET GUIDELINES

1. PREAMBLE

Rowing SA encourages the appropriate use of social media by all Persons bound by these Guidelines to engage with fans, promote the sport of rowing, individual athletes and communicate with the general public and media. Rowing SA acknowledges social media is a broad and instant form of communication and treats all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

2. REPUTATION

Research shows that the sport of rowing has an enviable image amongst all sports in Australia. Rowing is a successful and high profile Olympic and Paralympic sport in Australia and as a result has developed a strong reputation within South Australia, Australia, international media and general public. The challenge for all Persons bound by these Guidelines is to promote rowing even further, including through the use of social media, enhancing the credibility that has been developed over more than 130 years of success on and off the water.

3. POSTINGS, BLOGS & TWEETS

Rowing SA treats all written social media postings, blogs, status updates and tweets as public 'comment'. As a result, all Persons bound by these Guidelines should not comment or respond to a comment in a way that may be construed as negative or may be considered derogatory towards others, or put themselves in a situation where they may harm their reputation, the reputation of their club, school, or Rowing SA, including its sponsors and stakeholders or any other third party.

4. PHOTOGRAPHS, VIDEO & AUDIO

Rowing SA also treats all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered negative, derogatory or inappropriate should not be posted. Where content is gathered in a team or event environment as part of standard media and communications practices by Rowing SA staff, approval for posting such material is covered under Rowing SA's Privacy Policy.

5. INTELLECTUAL PROPERTY RIGHTS

Persons bound by these Guidelines should also be mindful that material posted may be subject to intellectual property rights, including copyrights, trademarks, patents, industrial design rights, and trade secrets, and all relevant consents and waivers should be obtained before using any material that may be subject to intellectual property rights.

6. EDUCATION

Rowing SA will actively educate Persons bound by these Guidelines on the best practice use of social media and encourages 'positive posting' as a means of communicating via social media. Rowing SA works with the South Australian Institute of Sport, Rowing Australia, and other like-minded organisations to ensure all members are well versed on what is appropriate use of social media, and what is not.

7. LIABILITY

When Persons bound by these Guidelines choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials. Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be

defamatory, obscene, confidential or proprietary. In essence, Persons bound by these Guidelines post comments and materials at their own risk. Further, Persons bound by these Guidelines should at all times make it clear that any comments and materials are made in their individual capacity and that they do not represent Rowing SA, its sponsors or any other third party.

8. MONITORING

Rowing SA does not actively monitor social media content of Persons bound by these Guidelines. Rowing SA may however monitor online content which could impact on member clubs, schools and Rowing SA itself as well as sponsors and stakeholders.

9. INFRINGEMENTS

In the spirit of educating Persons bound by these Guidelines about the appropriate use of social media, Rowing SA endeavours to work with individuals and members on the appropriate use of social media. Rowing SA reserves its right to take any other appropriate measures with respect to infringements of these Guidelines, including issuing a take down notice, imposing other sanctions, and or taking legal action for damages.

10. AMENDMENT/INTERPRETATION

Rowing SA reserves the right to amend these Guidelines as it deems appropriate. The Rowing SA Board shall be the final authority with respect to the interpretation and implementation of these Guidelines.

11. PERSONS BOUND BY THESE GUIDELINES

Persons bound by these Guidelines include athletes, coaches, employees, independent contractors and other Rowing SA members