

Mackay Touch Association

PO BOX 747
MACKAY Q 4740



Mackay Touch Football Association Media Policy

Reference Documents

- Social media acceptable use policy - Under the Australian Sports Commission
 - Touch Football Australia Code of Conduct
 - Touch Football Australia Member Protection Policy
 - Touch Football Australia Disciplinary Regulations

Mackay Touch Association acknowledges that Social Media has increasing prevalence in both the professional and private lives of its members. Mackay Touch Association recognises the value in using new technology and communication mediums (new media), to build more meaningful relationships with communities and other relevant stakeholders. Social Media offers the opportunity for people to gather in online communities of shared interest and create, share or consume content in ways that can be beneficial.

Mackay Touch Association considers each of the following platforms/ internet programs/ digital interfaces as Social Media:

- a. External and internal social networking sites (E.g. Facebook, Twitter, Bebo, Linked In, MySite, Yammer)
- b. Video and photo sharing websites (E.g. Flickr, YouTube)
- c. Micro-blogging sites (E.g. Twitter)
- d. Weblogs
- e. Forums and discussion boards
- f. Instant messaging (including SMS)
- g. Vod and Podcasting
- h. Any other website that allows individual users or companies to use simple publishing tools.

Mackay Touch Association also recognises that Members will from time to time engage with Social Media, in an official and non-official, personal capacity, therefore members/ participants within the sport should recognise the risk and damage that may be caused (either directly or indirectly) to Touch Football in certain circumstances. It is recommended:

- Do not include personal information of yourself or others in social media channels
- Do not use offensive, provocative or hateful language
- Use your best judgment – do not publish something that makes you the slightest bit uncomfortable, and never write/publish if you are feeling emotional or upset (or are intoxicated)
- Always ask for a person's permission before posting their picture on a social networking forum
- Never comment on rumours, do not deny or affirm them or speculate about rumours
- Always use social network forums to add value and promote the sport in a positive way

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- Respect copyright laws and fair use of copyrighted material
- Adhere to the Terms of Use of the relevant social media platform/ website.

At the same time, you should show courtesy and respect to others and must not use our social media channels to abuse others, expose others to offensive or inappropriate content, or for any illegal purpose.

When using our social media channels, please ensure that you:

- protect your personal privacy and that of others by not including personal information about yourself or others in your posts to our social media channels (for example, email addresses, private addresses or phone numbers)
- represent your own views and not impersonate or falsely represent any other person
- are not abusive and do not harass or threaten others
- do not make defamatory or libellous comments
- do not use insulting, provocative or hateful language
- do not use obscene or offensive language
- do not post material to our social media channels that infringes the intellectual property rights of others
- do not post multiple versions of the same view to the our social media channels or make excessive postings on a particular issue
- do not promote commercial interests in your posts to our social media channels
- do not include internet addresses or links to websites, or any email addresses in your post to our social media channels.

If a member/ participant believes that content has been published on Social Media in contravention to the TFA Member Protection Policy/ TFA Code of Conduct/ TFA Responsibility Code, or which is otherwise inappropriate or unlawful, the member may make a complaint about the content.

If a member/ participant is believed to have breached any of the above policies, the matter may be referred to a Disciplinary Tribunal in accordance with the TFA Disciplinary Regulations (if applicable).

Mackay Touch Executives, Mackay Touch Administration and Media Officer will be responsible for monitoring social media channels.