



SOCIAL MEDIA POLICY



APPROVED BY THE BOARD DECEMBER 2014

QUEENSLAND CANOEING 400, LYTTON ROAD, MORNINGSID, QLD, 4170

SOCIAL MEDIA AND QUEENSLAND CANOEING

Queensland Canoeing Inc. (QC) recognises that Social Media is an important part of the way that members and paddlers communicate. QC actively encourages members and paddlers to participate in social media and share their experiences of Paddlesports and the operations of Queensland Canoeing.

QC's public reputation is valuable and so are the reputations of the members, sponsors and stakeholders. Upon this basis, QC prohibits Social Media communication that is:

- Defamatory
- Obscene
- Proprietary
- Misrepresentative of Queensland Canoeing
- For commercial purposes without the permission of QC

QC alongside Australian Canoeing has developed this Bylaw to promote and encourage appropriate use of Social Media by its members and the paddling community,

BQCKGROUND PROVISIONS

1. Queensland Canoeing Inc. (QC) adopted this Social Media Bylaw (**Bylaw**) in December 2014 as a bylaw of the Constitution.
2. This Bylaw binds all members and staff of QC. This Bylaw may be amended from time to time.
3. This Bylaw deals with the use of Social Media by Members and staff as it impacts upon QC, Members, Paddlesports, sponsors and stakeholders of QC.
4. Unless the context otherwise requires, the terms used in this Bylaw shall have the same meaning as in the Constitution and this document is to be read in conjunction with (and subject to) the Constitution.
5. **Social Media** in this Policy refers to interactive electronic forums or online media where people are communicating, posting, participating, sharing, networking, bookmarking and mashing. For the purposes of this Bylaw, Social Media extends to:
 - a) Material communicated electronically, whether written, photographic, video, or audio, which is accessible by more than the Member alone;
 - b) Facebook, YouTube, Twitter, MySpace, Foursquare, LinkedIn, Wikipedia, Flickr, Instagram and related domains;
 - c) Blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
 - d) The new QC website and comments upon web pages;
 - e) Any other forum which might be classified reasonably as social media as that term is generally understood; and

- f) Any other forum for public comment.

PROHIBITIONS

- 6. When using Social Media, a Member or staff member must not:
 - a) Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
 - b) Impersonate or falsely represent any other person, including QC or another Member;
 - c) Abuse, harass or threaten any other person, including QC or another Member;
 - d) Make defamatory or libellous comments;
 - e) Use obscene, offensive, insulting, provocative or hateful language;
 - f) Post material that infringes the intellectual property rights of others;
 - g) Intrude upon the privacy of other Members of QC without the consent of such Members;
 - h) Interfere with the conduct of any event run by QC or with the role and responsibilities of QC as the peak body for canoeing in Queensland;
 - i) Violate security measures instituted at any QC facility;
 - j) Comment in a way that may be construed as harming the reputation of him or herself, another Member, or QC, including its sponsors and stakeholders;

On QC's Social Media platforms:

- a) Make excessive postings on a particular issue or post multiple versions of the same opinion or information on Social Media platforms operated by QC.
- b) Promote commercial interests in Social Media platforms operated by QC.
- c) Post internet addresses, links to websites, email addresses or other personal information on Social Media platforms operated by QC.

CONSEQUENCES - DISCIPLINARY ACTION OR REMOVAL

- 7. In circumstances of a breach or suspected breach of this Bylaw, QC may:
 - a) Make a necessary public comment such as a correction, clarification, contradiction or apology;
 - b) Issue a formal warning;
 - c) Report any breach of any law to any local authority or wronged party;
 - d) Take any disciplinary action available to it under the Constitution or any Bylaw made under the Constitution; or
 - e) Exercise any of its available rights at law.

8. Expressly, QC reserves the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this Bylaw.

RECOGNITION OF DISCIPLINES

9. QC recognises a number of different disciplines and associate disciplines of the wider Paddlesport community that it represents.
10. Currently QC has or aims to have a social media presence in:
 - a. Open Canoeing
 - b. Kayak Fishing
 - c. Canoe Freestyle
 - d. Canoe Marathon
 - e. Canoe Ocean Racing
 - f. Outrigger Canoeing
 - g. Paracanoes
 - h. Canoe Polo
 - i. Rafting
 - j. Sea Kayaking
 - k. Canoe Slalom
 - l. Sit on top Paddling
 - m. Canoe Sprint
 - n. Stand Up Paddling
 - o. Surf Kayaking
 - p. White Water Canoeing
11. Technical Committee (TC) chairs and discipline representatives will be granted access to QC social media sites in order to connect their discipline. TC chairs and representatives can also give access to their sites to members of their committee to aid them in connecting.
12. Discipline chairs and representatives must ensure that they only add members that are officially on their committee and are aware of the content of this policy. Discipline committee members must be removed once they leave the committee.
13. Discipline committee members must ensure that they always post information that is in the interests of the discipline in the State of Queensland and for no other reason.
14. QC recognises the support that it is given by its volunteer discipline committees. To this end, there can some commercial promotion on the QC social media however this is strictly done with prior consent from the Executive Officer, QC in exchange for supporting the discipline.

RESPONSIBILITY AND LIABILITY

15. If a Member makes public comment, whether using Social Media or some other forum, the Member is solely responsible for that comment. Members should make it clear that the views expressed are their own.
16. Members who communicate their opinions and any other materials on Social Media do so at their own risk. A Member may be held personally liable for any commentary and/or material that may be defamatory, obscene or proprietary.
17. QC encourages Members to report any use of Social Media that is likely to harm QC's reputation.

PRIVACY

18. QC may record any information posted to Social Media platforms operated by QC and may use that information for the purpose of administering such Social Media platforms or any other purpose consistent with QC's objects.
19. QC strongly recommends that all Members protect their own personal privacy by not including personal information in Social Media communications (for example, email addresses, residential addresses or phone numbers).