



# TRIATHLON

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# AUSTRALIA

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## **SOCIAL MEDIA Guidelines**

Social Media is a wonderful communication tool that is used every day around the world, allowing people to connect and disseminate information via various channels.

Triathlon Australia Limited (TA) recognises the benefits of social media as an important tool of engagement and enrichment for its members and the importance it plays in increasing the awareness of the sport's profile and the profile of the Australian Triathlon teams.

However we need to remember that as a representative of Triathlon Australia your activity on social media is reflective of our brand.

It is important that Triathlon Australia's reputation is not tarnished by anyone using social media tools inappropriately, particularly in relation to any content that might reference the organisation.

Triathlon Australia and its stakeholders are highly respected organisations by the public and our international affiliates.

TA also has a corporate responsibility to protect our, sponsors, partners, stakeholders and affiliates by maintaining a positive reputation by association.

Therefore, TA has introduced this Social Media policy to provide its members, staff and volunteers, a guide to appropriate and accepted social media use.

### **Scope**

This policy has been formulated with assistance from the AOC and other sporting organisations, including Cycling Australia, Swimming Australia for all TA Members, whether they are in a paid or unpaid/voluntary position and also applies to:

- **Individuals** sitting on boards, committees and sub-committees; [L] [SEP]
- **Employees** of TA or clubs and volunteers; [L] [SEP]
- **State representative** officials and athletes; [L] [SEP]
- **Support personnel** (eg: managers, physiotherapists, psychologists, masseurs, sport trainers); [L] [SEP]
- **Coaches and officials** [L] [SEP]

In addition, this policy takes effect when an individual or entity identifies themselves as associated with TA, and/or discusses their involvement in the organisation on social media. At this point they are required to convey themselves in accordance with this policy and in a manner consistent with TA's stated values and policies.

## Social Media Channels

This policy covers all forms of social media and includes, but is not limited to:

- Maintaining an account, profile or page on social or business networking sites (such as but not limited to Facebook, Google+, MySpace, Twitter, LinkedIn, Instagram); [L] [SEP]
- Content sharing including but not limited to Snapchat, Periscope, Flickr, YouTube, Vine and Vimeo; [L] [SEP]
- Commenting in blogs for personal or business reasons; [L] [SEP]
- Leaving product or service reviews on retailer sites, or customer review [L] [SEP] sites; [L] [SEP]
- Taking part in conversations on public and private web forums (message [L] [SEP] boards); or [L] [SEP]
- Editing pages ie. Wikipedia. [L] [SEP]

The intent of this policy is to include anything posted online where information is shared that might affect members, colleagues, clients, sponsors, affiliates, stakeholders or TA as an organisation.

## Guiding Principles

The web is not anonymous. TA representatives should assume that everything they write can be traced back to them.

You should think of the internet as a permanent record of online actions and opinions.

Boundaries between a representative's profession, volunteer time and social life can often be blurred. It is essential that individuals make a clear distinction between what they do in a personal capacity and what they do, think or say in their capacity associated with TA.

All TA representatives must follow the guidelines in place to ensure TA brands and intellectual properties are not compromised. This means TA's logos cannot be used in any context without consent, including on social media and websites.

## Usage - General Overview

### DON'T

- Impersonate or falsely represent any other person, including TA or another Member
- Abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose
- Abuse, harass or threaten any other person, including TA or another member; [L] [SEP]
- Make defamatory or libelous comments; [L] [SEP]
- Use obscene, offensive, insulting, provocative or hateful language; [L] [SEP]
- Post material that infringes the intellectual property rights of others, [L] [SEP] including the TA Intellectual Property; [L] [SEP]
- Intrude upon the privacy of other Members of TA without the consent of [L] [SEP] such Members; [L] [SEP]
- Interfere with the conduct of any event run by TA or with the role and [L] [SEP] responsibilities of TA as the peak body in Australia; [L] [SEP]
- Violate any security measures instituted at any facility; [L] [SEP]
- Comment in a way that may be construed as harming the reputation of [L] [SEP] him or herself, [L] [SEP]
- Comment on, or publish, information that is confidential or in any way [L] [SEP] sensitive to TA, its affiliates, partners or sponsors; and [L] [SEP]
- Bring TA or the sport of Triathlon into disrepute [L] [SEP]

## TIPS

- SHOW your personality; however do not be too casual. [L] [SEP]
- REMEMBER everyone can read it – it's like a postcard. [L] [SEP]
- BE responsible. [L] [SEP]
- SHARE your positive sports performances and achievements. [L] [SEP]
- Share experiences that give an insight into you as a person. [L] [SEP]

## DON'T

- COMMENT or criticise fellow athletes, coaches or officials or;
- MAKE comments regarding team selection or lack thereof. [L] [SEP]
- PICK a public fight on social media. [L] [SEP]
- POST overtly negative comments regarding your performances, or training. [L] [SEP]
- POST in the heat of the moment, when emotional or angry. [L] [SEP]
- POST if you get an uneasy feeling. [L] [SEP]
- POST sexual or sexist comments or photos. [L] [SEP]
- POST-racist comments.
- POST to your friends about events and personal material. [L] [SEP]
- SWEAR. [L] [SEP]
- REVEAL confidential TA information. [L] [SEP]
- RE-TWEET, share, re-post inappropriate posts. [L] [SEP]

For TA staff using Social Media, such use must not interfere with work commitments.

Furthermore, TA members and staff may not use the TA brand to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinion shared are those of the individual, and do not represent

or reflect the views of TA.

## **Posting to Triathlon Australia's Social Media Platforms**

### **YOU MUST NOT:**

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

## **Photograph Copyright**

Social Media is based on information sharing – including photographs, videos and comments that are shared with other users.

TA members and staff must recognise that it may not be appropriate to share photographs, videos and comments in this way in every instance.

For example, photographs placed on official TA social media or web channels are done through separate and detailed relationships with photographers and rights to use photographs may not extend to those covered in the scope of this policy.

In certain situations, TA members or staff could potentially breach the privacy act or inadvertently make TA liable for breach of copyright for improper use of these images.

TA members or staff should be considerate to others in such circumstance and should not post content when they have been asked not to or prior consent has not been sought and given.

They must also remove information about another person if that person asks them to do so.

## **National Teams | Team Selections**

Team members are not permitted to announce their selections into Triathlon Australia National teams, prior to the official TA announcement.

## **Competition Guidelines**

## **I am about to become ANTI-SOCIAL**

This guideline is to assist Australian team members in engaging with social media appropriately without detracting from performance.

Whenever posting on social media in the lead up and during an event, it is important to consider - "[Is my message respectful?](#)",

["Is my message professional?"](#), "[What would my family think if they read it?](#)" and "[Is my message adding value to myself and others?](#)".

## **And tell yourself – it's time to turn off and become ANTI-SOCIAL!**

### **BEFORE COMPETITION – Can I stay off social media for 2 hours before I compete**

CONSIDER staying off social media in the lead up to an event. [Your complete focus should be on preparing for your upcoming performance without any distractions.](#)

SET MOBILE phones to [airplane mode](#) during this time. USE for pre-race music and access to warm up plans. Communication via mobile phone in the case of emergency, with approval from the team manager.

### **DURING COMPETITION No Use**

### **AFTER COMPETITION - 1 HOUR AFTER - Social Media Ban.**




As above, post event. AVOID [engaging in the use of social media until your emotional state has stabilised and you are in the appropriate frame of mind.](#) Overly passionate posts can be damaging.

**PLEASE NOTE** – This should be considered by **all** Triathlon Australia High Performance athletes competing at international events.

### **Branding and Intellectual Property (IP)**

Trademarks belonging to TA not to be used in personal social media applications, except where such use can be considered incidental – (where incidental is taken to mean “happening in subordinate conjunction with something else.”):

Trademarks include:

- TA State and club logos 
- TA slogans and taglines 
- TA official event / championship names or associated collateral 

- TA clothing [L] [SEP]
- Images depicting TA or club volunteers, staff and/or equipment, except [L] [SEP] with the permission of those individuals; and [L] [SEP]
- Other TA imagery [L] [SEP]

## **Creation of accounts**

This includes all TA managed “Triathlon.org.au” websites, and individually managed affiliate club and association websites.

Before a new website, social networking page or forum is created for TA representative use, written consent must be provided by the appropriate person at the State Association or TA level.

For example, permission from the State Association is acceptable for a State- level Championships social media page. Anything that is above or outside of State Association must be approved by TA.

Written permission must be obtained from TA for use of all logos and images on these websites, blogs, pages or forums, in line with Branding and Intellectual Property.

For official TA websites, blogs, pages and forums:

- Posts must not contain, nor link to, pornographic or indecent content; [L] [SEP]
- Official blogs, pages and forums must not be hosted by a site that sells [L] [SEP] the right to advertise on their site, through ‘pop up’ or consistent [L] [SEP] advertising, content which may be of a questionable nature; [L] [SEP]
- TA representatives must not use TA websites, pages, blogs or forums to [L] [SEP]
- Promote personal projects; and [L] [SEP]
- All materials published or used must respect the copyright and privacy of [L] [SEP] third parties. [L] [SEP]

## **Consultation and Advice**

This policy is to provide guidance to TA in the area of social media.

If an individual or organisation is unsure of their rights, liabilities and actions, and would like clarification on any points of the policy, please contact the Triathlon Australia CEO.

## **OLYMPIC GAMES TIME SOCIAL MEDIA AND MEDIA GUIDELINES from the AUSTRALIAN OLYMPIC COMMITTEE**

Team members **can** post still photographs on their social media platforms, taken inside venues for non-commercial use only.

Team members **cannot** post video or audio of events or any other activities that occur at Olympic venues

Video or audio taken outside venues is **okay**.

In the Village, video can be taken for personal use only **(not published)**.

It cannot be broadcast or uploaded to any websites or social media platforms  
Vine, Periscope, Snapchat are not allowed within Olympic areas including Village

- The Olympic symbols are not to be used on personal sites.
- No Australian flag and rings, no Olympic rings on their own and no Boxing Kangaroo symbol.
- Team members are not permitted to promote any sponsor, brand or service within their postings.

### **What is Rule 40 in the AOC Team Agreement?**

No competitor, team official or other team personnel may allow their name, image or sports performances to be used for advertising purposes during the Olympic Games.

### **When does Rule 40 apply?**

During the Games Period which is from July 27 to August 24 2016 Your homepage needs to be clean.

This means that your personal sponsors cannot appear in any brand banner.

Historical content can stay.

### **Paralympic Blackout Period**

These social media rules will be applied to our Paralympic Team during the Games Period August 7 to October 16 2016.

### **Media**

Media Requirements

- (a) You must comply with any media directives or guidelines issued from time to time by the Chef de Mission or the APC Media Manager and published on the APC Website.
- (b) You must not make any public statements regarding Your selection to the Team, the selection of any other person to the Team, Your participation in the Games, the participation of any other person in the Games, or any matter which may bring Your sport, the APC, Your Team



or the Long List into disrepute, without prior approval from the APC Media Manager, Chef de Mission or the APC CEO.

(c) Subject to clause 10.1(b), You are entitled to make comments to the media or press on Your own past and future performances and those of Your team (if You are involved in a team event) and factors which may affect or may have affected those performances.

(d) During the course of any interview in which You may participate during the Games, You must use all reasonable endeavours to acknowledge the support provided by:

- (i) the APC;
- (ii) the Australian Government;
- (iii) the Australian Sports Commission; and
- (iv) the APC's major partners and other sponsors as advised by the APC from time to time or listed on the APC website

### **Social Media**

*All Team Members* must comply with the APC's Social Media Policy (see attached), and must not engage in any activity or behaviour via Social Media that if you were to engage or do in person would be a breach of Your obligations under clauses 10.1 and 10.2.

### **Sponsorship**

All Athletes / Officials on the Australian Paralympic Team must comply with 90 Day 'Blackout period'

- During the Paralympic Games Period (7Aug - 16 Oct 2017) *All Team Members* must not appear or participate in, or permit Your image, likeness or name or written or editorial contributions attributed to You to be used for any social media, advertising, marketing, communications and fundraising activities for Non-Paralympic Team Commercial Partners. You must immediately inform the APC if You become aware of such unauthorised activities or misuse of Your image, likeness or name.

If unsure talk to your personal sponsors/managers and apply for a waiver which must be submitted to the AOC by **27 February**.

If you are unclear about anything contained in this document please contact:

Ian Hanson | [ian@hansonmediagroup.com.au](mailto:ian@hansonmediagroup.com.au) or ;

Lisa Pringle | [lisa.pringle@triathlon.org.au](mailto:lisa.pringle@triathlon.org.au)