



**MOUNTAIN BIKE AUSTRALIA**

Mountain Bike Australia Limited  
(MTBA Limited)  
ACN 616 027 153

Social Media Policy

Distribution  
MTBA Board of Directors  
MTBA Chief Executive Officer  
MTBA Staff  
All MTBA Members & Affiliates

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Controlled document: MTBA\_MAN007/1

**Review History**

<b>Version</b>	<b>Date Approved</b>	<b>Date last amended</b>	<b>Date of next review</b>	<b>Content Reviewed/ Purpose</b>
1	12 May 2019	4 June 2019	12 May 2020	Policy created

## 1. Purpose of the policy

Social media is changing the way we communicate.

This policy:

- Has been developed to inform the MTBA community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations.
- Provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.
- Assists to establish a culture of openness, trust and integrity in all online activities relating to Mountain Bike Australia (MTBA).
- Contains guidelines for MTBA's community to engage in social media use.
- Includes details of breaches on this policy.

## 2. Underlying principles

This policy complements MTBA's core values:

### **At MTBA we demonstrate the value of Accountability by ...**

Working ethically and honestly; taking ownership for our actions, behaviours and tasks; owning our successes and striving for continuous improvement, through ongoing reflection and feedback.

### **At MTBA we demonstrate the value of Cooperation by ...**

Working collectively as a team to achieve common goals; by valuing everyone's contributions, commitments and timeframes in a respectful manner; and developing and maintaining positive connections.

### **At MTBA we demonstrate the value of Inclusion by ...**

Embracing and fostering everyone's diversity; valuing every team member and recognising their rights and beliefs and maintaining a workplace of unconditional positive regard where there are no barriers.

### **At MTBA we demonstrate the value of Leadership by ...**

Working to support and inspire others to achieve and develop capacity by providing direction and mentoring.

### **At MTBA we demonstrate the value of Responsibility by ...**

Working autonomously, owning outcomes and achievements and striving to always deliver the highest standards possible. Working compliantly within law and regulations, acting professionally and speaking up without compromise.

### **At MTBA we demonstrate the value of Transparency by...**

Behaving, communicating and performing openly, honestly and authentically in an arena of mutual trust and respect.

The Chief Executive Officer is responsible for all matters related to this policy.

## 3. Coverage

This policy applies to all persons who are involved with the activities of MTBA, whether they are in a paid or unpaid/voluntary capacity and include:

- members of MTBA;
- persons appointed or elected to boards, committees and sub-committees
- employees of MTBA

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- support personnel, including team managers, casual coaching staff, course presenters and others
  - athletes
  - commissaires and officials
  - volunteers
  - affiliates.

#### 4. Scope

MTBA appreciates the value in using media to build more meaningful relationships with members, affiliates, communities and key stakeholders.

This policy is applicable when using social media as:

1. an officially designated individual representing MTBA on social media
2. if you are posting content on social media in relation to MTBA that might affect MTBA's business, products, services, events, sponsors, members or reputation.

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This policy covers all forms of social media including but not limited to:

- Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, etc)
- Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. Yelp, Urban Spoon, etc)
- Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- Geo-spatial tagging (e.g. Foursquare, etc)
- Online encyclopaedias (e.g. Wikipedia, etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- Online voting or polls
- Public and private online forums and discussion boards
- Any other online technologies that allow individual users to upload and share content.

This policy includes but is not limited to, the following activities:

- Maintaining a profile page on social or business networking sites
- Content sharing including photo and video sharing
- Commenting on blogs for personal and business reasons
- Leaving product or service reviews on retailer sites, or customer review sties
- Taking part in online votes and polls
- Taking part in conversations on public and private web forums
- Editing a Wikipedia page.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to MTBA or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to MTBA may still be regulated by other policies, rules or regulations of MTBA.

#### 5. Social media procedure

##### 5.1. Using social media in an official capacity

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You must be authorised by the Chief Executive Officer before engaging in social media as a representative of MTBA.

To become authorised to represent MTBA in an official capacity, you must have completed training relevant to the social media application as per the Australian Government’s Office of the eSafety Commissioner website. <https://esafety.gov.au/esafety-information/games-apps-and-social-networking>

As a part of MTBA’s community you are an extension of the MTBA brand.

As such, the boundaries between when you are representing yourself and when you are representing Mountain Bike Australia can often be blurred. This becomes even more of an issue as you increase your profile or position within MTBA. Therefore, it is important that you represent both yourself and MTBA appropriately online at all times.

## 5.2. Guidelines

You must adhere to the following guidelines when using social media related to MTBA or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

### 5.2.1. Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for MTBA.

### 5.2.2. Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that the content would not be widely shared or have a negative impact.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

### 5.2.3. Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. MTBA recommends erring on the side of caution – if in doubt, do not post or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

#### 5.2.4. Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of MTBA) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble — it may not have legal effect.

#### 5.2.5. Reasonable use

If you are an employee of MTBA, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

#### 5.2.6. Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of MTBA's confidential information. This includes information that is not publicly accessible, widely known, or not expected to be shared outside of MTBA.

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by MTBA, it is perfectly acceptable to talk about MTBA and have a dialogue with the community, but it is not okay to publish confidential information of MTBA or do so if you have not been given authorisation to make comment on behalf of MTBA. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our organisation: e.g. team selections, financial information, operational matters etc.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

#### 5.2.7. Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

#### 5.2.8. Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

#### 5.2.9. Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and MTBA's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

#### 5.2.10. Discrimination, sexual harassment and bullying

The public in general, and MTBA's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by MTBA's values, Code of Conduct, Code of Behaviour and Member Protection Policy.

#### 5.2.11. Avoiding controversial issues

Within the scope of your authorisation by MTBA, if you see misrepresentations made about MTBA in the media, you may point that out to the relevant authority in your organisation. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

#### 5.2.12. Dealing with mistakes

If MTBA makes an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses MTBA of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

#### 5.2.13. Conscientious behaviour and awareness of the consequences

Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your employment or organisations affiliation at risk.

You should always follow the terms and conditions for any third-party sites in which you participate.

#### 5.2.14. Branding and intellectual property of MTBA

You must not use any of MTBA's intellectual property or imagery on your personal social media without prior approval from MTBA.

MTBA's intellectual property includes but is not limited to:

- trademarks
- logos
- slogans
- imagery which has been posted on MTBA official social media sites or website.

You must not create either an official or unofficial MTBA presence using the organisation's trademarks or name without prior approval from MTBA.

You must not imply that you are authorised to speak on behalf of MTBA unless the Chief Executive Officer has given you authorisation.

Where permission has been granted to create or administer an official social media presence for MTBA, you must adhere to this policy and procedures and any other relevant MTBA documents.

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## 6. Policy breaches

Breaches of this policy include but are not limited to:

- Using MTBA's name, logo, trademark or slogan in a way that would result in a negative impact for the organisation, its affiliates and/or its members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
- Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.
- Posting or sharing any content, which if said in person during a competition/event would result in a breach of the rules of the sport.
- Posting or sharing any content in breach of MTBA's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- Posting or sharing any content that is a breach of any state or Commonwealth law.
- Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing MTBA, 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.

### 6.1. Reporting a breach

If you notice inappropriate or unlawful content online relating to MTBA or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the Chief Executive Officer.

Further information about reporting breaches:

- For a complaint about the misuse of social media refer to the Social Networking section of MTBA's Member Protection Policy and the Employee Handbook.

### 6.2. Disciplinary process, consequences and appeals

If detected, a breach of this policy may result in disciplinary action from MTBA. A breach of this policy may also amount to breaches of other MTBA policies. Disciplinary action may involve a verbal or written warning or in a serious case, termination of employment or engagement with MTBA.

Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the MTBA's Member Protection Policy.

### 6.3. Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal as per the relevant policy – eg. Board Charter, Employee Handbook, Member Protection Policy.

## 7. Related documents

- MTBA Member Protection Policy
- MTBA\_MAN006/1 Child Safe Sport Commitment
- MTBA\_MAN006A/1 Child Safe Sport Code of Behaviour
- Employee Handbook
- MTBA\_GOV002/3 Board Charter

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