



SSAA NSW Ltd Social Media Policy

Approved XXX

Supersedes policy dated 29 April 2021

1.0 POLICY OVERVIEW AND PURPOSE

Social media is changing the way we communicate. This policy has been developed to inform our members and Branches about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

This policy contains Sporting Shooters Association of Australia NSW Ltd (SSAA NSW) guidelines for members and Branches to engage in social media use. It also includes details of breaches of the policy. In any circumstance where guidance regarding a social media issue has not been provided in this policy, we suggest you seek advice from SSAA NSW Ltd.

2.0 UNDERLYING PRINCIPLES

This policy complements the core values of SSAA NSW:

- Safety - safety is paramount in the shooting activities we undertake.
- Professionalism - we operate professionally in everything we do.
- Responsibility - we take responsibility for our actions.
- Respect - we treat everyone with respect, including our stakeholders, landowners, the environment and all those with whom we interact.
- Inclusivity - we are inclusive in all our activities.

3.0 COVERAGE

This policy applies to all listed below, whether they are engaged in a paid or unpaid/voluntary capacity:

- individuals sitting on the SSAA NSW Board, Branch committees, Affiliate Club Committees,



- Club Committees and any sub-committees thereof;
- employees and volunteers (including but not limited to coaches and team managers);
- support personnel (including but not limited to Range Officers, Scorers, Target Changers)
- including contractors and their employees;
- members, including life members;
- member Branches, Affiliate Clubs and Clubs;
- State Discipline Chairs;
- any other person or organisation that is a member of or affiliated to SSAA NSW; and
- parents, guardians, spectators and sponsors to the full extent that is possible.

4.0 SCOPE

This policy applies to all official and personal use of social media where:

- SSAA NSW, its branches or activities are referenced
- Firearms, shooting disciplines, or hunting are portrayed in connection with SSAA NSW
- Use of the SSAA NSW name, logo, images or other intellectual property is involved

Platforms include but are not limited to:

Facebook, Instagram, LinkedIn, Twitter/X, YouTube, TikTok, WhatsApp, forums, blogs, Discord, Reddit.

- social networking sites (e.g. Facebook, Twitter/X, LinkedIn, Google+, Pinterest, Discord, Reddit)
- video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram)
- public and private online forums and discussion boards
- any other online technologies that allow individual users to upload and share content

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 SSAA NSW or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse of social media in a manner that does not directly refer to SSAA NSW may still be regulated by other policies, rules or regulations of Sporting Shooters Association of Australia NSW Ltd



5.0 USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY

You must be authorised by the SSAA NSW Board before engaging in social media as a representative of SSAA NSW.

As a member of SSAA NSW, Branch, Affiliate Club, Club etc., you are an extension of the SSAA NSW brand. It is, therefore, important that you always represent both yourself and SSAA NSW appropriately online.

6.0 CONTENT GUIDELINES

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

Whenever you are unsure if the content you wish to share is appropriate, seek advice from the SSAA NSW Board, before doing so or refrain from sharing the content.

You should be:

Responsible: Abide by the terms of use of the social media platform with which you interact. Protect your own privacy and do not disclose personal information through social media managed by SSAA NSW.

Professional: Act in a professional and constructive manner and use sound judgement before posting on social media. Show proper consideration for the privacy of others. Do not attack other Associations, individuals or other entities whilst representing SSAA NSW, Branches, Affiliate Clubs, Clubs etc. This extends to the use of the SSAA logo and anything that is connected to the SSAA brand.



Fair and respectful: Be polite and respectful of individuals and communities with whom you interact on social media. When responding to comments, positive and negative, always be accurate and professional.

Accurate and honest: Posts and comments should be accurate and capable of substantiation. Check your post or comment before posting to ensure appropriate language, format and relevance.

Aware of copyright and intellectual property: Respect copyrighted material and the intellectual property of others and be aware of the laws related to Copyright, IP, Privacy and Spam when publishing on social media. It is critical that you comply with the laws governing copyright in relation to material owned by others and SSAA NSW's own copyrights and brands.

Aware of confidentiality: Do not disclose any information that is confidential to SSAA NSW or any third party that has confidentially disclosed information to SSAA NSW. Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

You should NOT:

- Post content that is obscene, defamatory, threatening or inaccurate.
- Post content that you would not say directly to another person or community.
- Post content that infringes the Privacy or Intellectual Property rights of others or discloses confidential information.
- Post content that promotes commercial interests.
- Post content that would bring SSAA NSW into disrepute.

Firearms Imagery and Language

Due to the sensitivity and legal framework surrounding firearms in Australia:

- Always portray firearms safely and responsibly. Firearms should never be shown pointed at a person or animal.



- Avoid images or language that could be perceived as aggressive or intimidating.
- Do not display prohibited or illegal firearms, modifications, or accessories. See list [here](#).
- Ensure firearm handling shown in images or video complies with the **SSAA Range Rules** AND the Range Rules relevant to the facility at which the images have been captured.
- Do not share hunting or sporting shooter content involving children or youth without written parental consent.
- Avoid 'trophy shots' or graphic hunting content that may be misinterpreted. Be sensitive to public perception.

When in doubt—don't post or seek advice from SSAA NSW.

7.0 MANAGEMENT

If controversial posts or comments appear on a social media platform, with posts by SSAA NSW, Branches, Affiliate Clubs, Clubs etc. and/or another party, or related to SSAA NSW and its aims and objectives, it needs to be carefully managed in a planned and professional manner. Before responding seek advice from the SSAA NSW Board on the management of controversial or inflammatory posts or comments.

If negative comments or posts, by or about SSAA NSW, Branches, Affiliate Clubs, Clubs etc. are to be deleted from a social media platform, copy the relevant information and retain it for future reference, if necessary.

If a person is to be banned from posting or commenting on a SSAA NSW, Branches, Affiliate Clubs, Clubs etc. managed social media site, make a copy of the posts or comments and retain them for future reference, if necessary.

8.0 ANTI-DISCRIMINATION, HARASSMENT AND BULLYING

The general public and the SSAA NSW State Board 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 are also bound by the SSAA NSW Constitution and Member Protection Policy, specifically as the policy relates to Anti-Discrimination, Harassment and Bullying, the law and other SSAA NSW policies.

9.0 PRIVATE AND OFFICIAL USE OF SOCIAL MEDIA

SSAA NSW acknowledges that Officials, Volunteers and Members engage in social media in their own private and personal capacity.

SSAA NSW does not control their activities in this realm. It is expected, however, that any SSAA NSW Official or Staff member conduct themselves in an appropriate manner and not bring SSAA NSW into disrepute in undertaking private social media activities.

When engaging in social media on behalf of SSAA NSW, Branches, Affiliate Clubs, Clubs etc. you are expected to follow this Social Media Policy, and other SSAA NSW policies and protocols.

10.0 BRANDING AND INTELLECTUAL PROPERTY OF SSAA NSW

You must not use any of the SSAA NSW intellectual property or imagery on your personal social media without prior, written approval from the SSAA NSW Board. Sharing SSAA NSW posts via the share function on a social media platform, however, is permitted.

The SSAA NSW intellectual property includes but is not limited to:

- logos; and
- imagery and information which has been posted on the SSAA NSW official social media sites/website.

You must not create either an official or unofficial SSAA NSW presence using the SSAA NSW name or logo without prior written approval from the SSAA NSW Board.



You must not imply that you are authorised to speak on behalf of SSAA NSW unless provided with official, written authorisation to do so by the SSAA NSW Board.

Where permission has been granted to create or administer an official social media presence for SSAA NSW, you must adhere to the SSAA NSW Social Media Policy.

11.0 POLICY BREACHES

Breaches of this policy include but are not limited to:

- Using the SSAA NSW name, and/or logo in a way that would result in a negative impact for SSAA NSW, SSAA NSW Branches, Affiliate Clubs, Clubs or members.
- Posting or sharing any content that is abusive, harassing, threatening, demeaning, or defamatory.
- 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 SSAA NSW competition, would result in a breach of the rules of the competition.
- Posting or sharing any content in breach of the SSAA NSW Member Protection Policy and any other SSAA NSW Policy.
- Posting or sharing any content that is in breach of any State or Commonwealth law.
- Posting or sharing any material to SSAA NSW social media channels that infringes on the intellectual property rights of others.
- Posting or sharing material that brings, or risks bringing SSAA NSW, SSAA NSW Branches, Affiliate Clubs, Clubs, the sport, related 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.

12.0 REPORTING A BREACH



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Empowering Shooters | Advancing the Sport | Fostering Firearm Safety | Shaping Future Shooters | Conserve the Environment | Hunt Responsibly

If you notice inappropriate or unlawful content online relating to SSAA NSW, SSAA NSW members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the SSAA NSW Board.

Employees, Officials or Members etc. of SSAA NSW who breach this policy may face disciplinary action, up to and including termination of employment or expulsion, in accordance with SSAA NSW's constitution and/or any other relevant policy.

Review Date: This policy will be reviewed annually or as needed in response to legislative, technological or social changes.

Approved by:

Sporting Shooters Association of Australia (New South Wales) Limited

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