



SOCIAL MEDIA POLICY - Revision 2024/1

PURPOSE

This Social Media Policy is issued by the Board in accordance with clause 12.2 of the APDA Limited Constitution approved in October 2018, for the purpose of providing rules and guidance for the use of social media in relation to APDA.

OBJECTIVES

The objectives of the Social Media Policy are to:

- a) provide consistent, transparent and practical guidelines for APDA Clubs, registered and assistant teachers, individual APDA members, and the APDA broader community around the use of social media in relation to APDA;
- b) provide guidance on what APDA considers to be unacceptable use of social media in relation to APDA, in order to protect APDA from risks associated with social media use;
- c) ensure that guidance on use of social media supports the positive promotion of APDA to the broader community, and promotes a harmonious and supportive community within APDA.
- d) ensure that the Board of APDA Ltd have appropriate discretion to take decisions about the impact of social media usage on APDA Ltd, and to act in the best interests of APDA Ltd.

APPLICATION

The Social Media Policy applies to all Clubs, teachers, club principals and club officials, APDA officials, Individual Members and those associated with Individual Members (such as parents, guardians and other supporters). It applies to people who use social media in an official capacity (e.g. for APDA, or on behalf of their Club), and to individuals who use social media in a way that might affect APDA's (or a specific Club's) business, products, competitions or other events, suppliers, other APDA members, or APDA's reputation.

The policy generally doesn't cover personal use of social media where it isn't related to, and doesn't mention, APDA/your APDA Club, or its business, products, competitions or other events, suppliers, other APDA members. However, inappropriate use of social media in a way that doesn't directly refer to APDA may still be a breach of this or other policies, such as Codes of Conduct (for example, bullying or harassment by social media of other APDA members would be a breach of the Code of Conduct).

The policy includes use of the social media listed at Attachment A, but isn't limited to this list.

This document is for general publication, although you are referring to a downloaded or printed version of the policy you should check that you have the most recent version.

REFERENCES

This document is to be read in conjunction with:

- a) APDA Code of Conduct
- b) APDA Competition Rules
- c) APDA Teachers Rules
- d) APDA Individual Member Rules
- e) APDA Ltd Constitution

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SM1 – Individual APDA Member responsibilities

- a) Protect your privacy.
 - Remember that social media is rarely private, even if you have well-controlled privacy settings. Be careful to protect your own privacy when using social media (whether related to APDA or not), and if you wouldn't want a post or photo available to the whole world on the internet, don't post it on social media.
 - Respect the privacy of others: if you are not sure if you have permission to post material about another person, including posting photos of them, ask them first, or reconsider posting the material.
 - For our junior members in particular, be aware of 'friend' requests from people you don't know, even if they look like they might be a physie girl.
- b) Treat others with respect and courtesy.
 - Social media must not be used to bully, harass, or discriminate against others within your club, or others within APDA.
- c) Respect APDA, its officials and volunteers, and processes.
 - APDA doesn't mind people having their own opinions about APDA and its clubs, or the way that APDA manages its business. However, social media is not the place to vent or air disappointment in results or other matters. If you have a legitimate concern about the outcome of competitions, or some other aspect of APDA business, then you should refer to APDA's Dispute Resolution process. Otherwise, APDA expects its members to display good sportsmanship (even if you are disappointed!)
- d) Respect any laws that apply to you, including copyright.
 - There are laws that apply to things like sharing footage from APDA's training DVDs on social media, streaming or sharing videos that contain APDA syllabus music, or sharing photos taken by official photographers where you haven't purchased the rights to the photos. If you are unsure of whether you can share videos and music in particular, please check with your club.
- e) Manage APDA-related groups and pages responsibly.
 - If you manage or make available an APDA-related social media group or page (such as the 'Physie and Dance' group on Facebook, or second-hand leotard groups), you must make it clear in the group's terms of use that it is not an official APDA page. It is your responsibility to ensure that people on the page interact appropriately (and honestly, in respect of leotard sales in particular), and APDA will not be responsible for monitoring or moderating these pages and groups, or enforcing terms of use.

IMPORTANT: these rules for individual members also apply to parents and guardians of members under 18. A parent or guardian who does not comply with these rules might have sanctions applied, including sanctions that affect their child's registration or ability to compete, in accordance with the APDA Code of Conduct and Individual Member Rules.



SM2 – APDA teacher responsibilities (registered and assistant teachers)

- a) Protect your privacy:
 - Remember that social media is rarely private, even if you have well-controlled privacy settings. Be careful to protect your own privacy when using social media (whether related to APDA or not) and be careful to respect the privacy of others such as your students, fellow club members, or other competitors.
 - If you are not sure if you have permission to post material about another person, including posting photos of them, ask them first, or reconsider posting the material.
- b) Be a good ambassador:
 - Where you have a public profile on social media, or even a closed profile with substantial number of friends or followers, your personal posts can impact on the reputation of APDA Ltd and your APDA club, regardless of whether a post relates to APDA.
- c) Treat others with respect and courtesy
 - Social media must not be used to bully, harass, or discriminate against others within your club, or others within APDA.
- d) Maintain confidentiality:
 - Maintain the confidentiality of APDA business, competition information (such as judging), and your club members, and ensure that social media is not used to inappropriately distribute teacher-only material such as syllabus.
- e) Respect APDA, its officials and volunteers, and processes:
 - APDA doesn't mind people having their own opinions about APDA and its clubs, or the way that APDA manages its business. However, social media is not the place to vent or air disappointment in results. If you have a legitimate concern about the outcome of competitions, or some other aspect of APDA business, then you should refer to APDA's Dispute Resolution process. Teachers are responsible for modelling and encouraging good sportsmanship.
 - Direct queries to the appropriate channel – questions about rules, competitions arrangements or schedules should be directed to the correct APDA email account, rather than raised on social media, and queries need to be sent by your club principal.
- f) Respect any laws that apply to you, including copyright.
 - There are copyright laws that apply to things like sharing footage from APDA's training DVDs on social media, streaming or sharing videos that contain APDA syllabus music, or sharing photos taken by official photographers where you haven't purchased the rights to the photos. If you are unsure of whether you can share videos and music in particular, please check with your club principal.



SM3 – APDA officials’ responsibilities

(Judges, moderators, scrutineers, marshalling and competition assistants, and APDA management team members)

- a) In addition to their responsibilities as individual members and/or teachers, APDA officials must maintain strict confidentiality about their role in APDA, including judging and other competition details, and confidential and commercially sensitive information of APDA Ltd. Details must not be shared on social media under any circumstances.

SM4 – APDA Club responsibilities

- a) Control access to accounts
 - You should ensure that only authorised individuals have access to post ‘as your club’ on social media.
 - APDA recommends limiting the number of people who have access to post ‘as your club’, to ensure consistency of approach and messaging.
- b) Respect privacy
 - Clubs need to respect the privacy of their members, particularly those who may have legal or other restrictions around the publication of their names or photos.
- c) Treat others with respect and courtesy
 - Social media must not be used to bully, harass, or discriminate against others within your club, or others within APDA.
 - Engage in robust discussions about APDA if you like, but do it respectfully.
 - Clubs need to moderate their pages and groups (both public and private) to ensure that their members engage respectfully with others, and comply with this Social Media policy and Codes of Conduct, including rules about lodging grievances in the correct place rather than using social media to discuss concerns or disappointments.
- d) Use accounts to promote APDA!
 - Club accounts should be used to promote both club and APDA Ltd materials and information. Where APDA posts material on its public accounts, share away!
- e) Celebrate all your members
 - Celebrate successes, but don’t forget that the whole of your club’s community, not just champions, can help promote your club and APDA.
- f) Respect applicable laws, including copyright, discrimination, etc. Copyright obligations include restrictions on publication of APDA syllabus music, reposting of materials from other sites, and so forth. If you are unsure, seek advice from APDA Compliance.



SM5 – APDA Ltd responsibilities

- a) Only authorised people will be allowed to use APDA Ltd social media accounts (that is, to post ‘as APDA’).
- b) APDA will respect the privacy of its members, and where possible will avoid posting material of members who have restrictions on the publication of their photos or other personal details. However, this can be difficult in competition settings in particular, and members are reminded of the conditions of entry of competitions, which include acknowledgement about photography and filming of competitions and APDA events.
- c) APDA will use its social media accounts to positively promote APDA Ltd as a whole, and its member clubs as appropriate.

SM6 – Unacceptable use of social media

APDA will not tolerate:

- a) Social media being used to bully, harass, belittle, intimidate or discriminate against others within APDA;
- b) Social media being used to air grievances about APDA, its clubs, teachers, officials, competitions or other events, or suppliers, as there are appropriate avenues to raise legitimate concerns with APDA.

SM7 – What happens if I don’t comply with this policy?

Individuals who do not comply with this policy will be dealt with under the APDA Code of Conduct and Dispute Resolution policy. Together, these policies outline the potential consequences for people who do not meet APDA’s minimum standards of behaviour, and the processes that are used to work out whether there has been a breach.

Serious cases of non-compliance with this policy may affect a person’s membership with APDA, ability to compete, or registration as a teacher.

Note: It is important to remember that, if you are a parent or guardian responsible for the registration of a member under the age of 18, your conduct might result in sanctions for your child. For example, if you use social media to harass others within APDA, both you and your child might be excluded from APDA events or competitions.

The APDA Board and Management team have the final say on what is considered to be appropriate or inappropriate use of social media relating to APDA, as they are responsible for acting in the best interests of APDA Ltd.



ATTACHMENT A – Scope of Social Media Policy

Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms 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. TikTok, YouTube, Vimeo, Instagram, Flickr, Vine, Snapchat, etc)
- Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- Review sites (e.g. review functions on Facebook etc)
- Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- Public and private online forums and discussion boards, including private Facebook groups for specific APDA Clubs
- Any other online technologies that allow individual users or Clubs to upload and share content.