

 Social Media Policy – Muaythai Australia	
Policy Type	Social Media
Date Reviewed	23 rd May 2017

Impacted Parties: All MTA voting members, Board members, full-time, part-time, casual employees of the MTA

Contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the MTA workplace.

Related Policies:

1. Social Media Policy

1.1 The Social Media Policy ('Policy') relates to Muay Thai Australia ('the MTA') and, where relevant, operates in conjunction with the MTA Code of Conduct for members.

2. Commencement of Policy

2.1 This Policy will commence from 23rd May 2017. It replaces all other policies, if any, relating to access to social media platforms and social networking sites (whether written or not).

3. Scope

3.1 The Policy relates to all (volunteer or paid) voting members and board members, full-time, part-time, casual employees of the MTA ('MTA Employees'), as well as contractors, temporaries and subcontractors working for or on behalf of either a company or any associated companies in the MTA workplace ('MTA Contractors').

3.2 The Policy also applies to MTA voting members, Employees, MTA Contractors' and MTA Board Members participation in social media inside or outside of any MTA workplace and includes use of a Contractor's or an Employee's own device.

3.3 The Policy does not form part of any contract of employment with the MTA. Nor does it form part of any contract for service with the MTA.

4. Definitions

4.1 In this Policy:

(a) 'Blogging' means the act of using web log or 'blog'. A blog is a frequently updated website featuring diary-style commentary, audio-visual material and links to articles on other websites.

(b) 'Confidential Information' includes but is not limited to trade secrets of the MTA; non-public information about the organisation and affairs of the MTA such as: pricing information such as internal cost and pricing rates, production scheduling software, special supply information; marketing or strategy plans; exclusive supply agreements or arrangements; commercial and business plans; commission structures; contractual arrangements with third parties; tender policies and arrangements; financial information and data; sales and training materials; technical data; schematics; proposals and intentions; designs; policies and procedures documents; concepts not reduced to material form; information which is personal information for the purposes of privacy law; and all other information obtained from the MTA or obtained in the course of working or providing services to the MTA that is by its nature confidential.

(c) 'Computer' includes all laptop computers and desktop computers.

(d) 'Hand Held Device' includes all such devices which are used by MTA Employees and MTA Contractors, inside and outside working hours, in the workplace of the MTA (or a related corporation of the MTA) or at any other place.

(e) 'Intellectual Property' means all forms of intellectual property rights throughout the world including copyright, patent, design, trade mark, trade name, and all Confidential Information, including know-how and trade secrets.

(f) 'Person' includes any natural person, company, partnership, association, trust, business, or other organisation or entity of any description and a person's legal personal representative(s), successors, assigns or substitutes.

(g) 'Social Networking Site' and 'Social Media Platform' includes but is not limited to Facebook, My Space, Bebo, Friendster, Flickr, LinkedIn, XING, Blogger, WordPress, YouTube, Twitter, Yahoo Groups, Google Groups Whirlpool, Instant Messaging Services, Message Board, Podcasts, 'Wikis' (e.g. Wikipedia), Snapchat and other similar sites.

5. Representing the MTA in social media

5.1 In consideration of the type of business operations of the MTA, any comments about or in connection with the MTA made on any social media platform must be factual and consistent with the MTA's goals and objectives. This means protecting commercially sensitive information.

5.2 All MTA voting members, Employees, MTA Contractors or MTA Board Members are restricted from making comments on behalf of the MTA or using MTA's branding, (including the corporate logo, internal logo and registered trademarks), in any Social media platform unless otherwise authorised.

5.3 Only the following MTA representatives are authorised to speak on behalf of the MTA on Social media platforms:

(a) President

(b) General Secretary

(c) Board Members

5.4 The MTA recognises that circumstances may arise in which MTA Employees, MTA Contractors or MTA Board Members make mention of the MTA in social media.

5.5 Unless authorised by the MTA, any comments made by MTA Employees, MTA Contractors and MTA Board Members must contain a disclaimer that they are not representing the MTA and do not have authority to speak on behalf of the MTA, and the views of the MTA Employee/MTA Contractor/ MTA Board Members do not represent the views of the MTA.

6. Acknowledgement

6.1 All MTA Employees and MTA Contractors acknowledge that:

(a) they are not to make comments which might reflect negatively on the MTA's reputation or make deliberately false or misleading claims about the MTA, or its products or services. Any recognised inaccurate comments must have all reasonable efforts made by the MTA Employee or MTA Contractor to correct the statement;

(b) they must not disclose confidential or commercially sensitive information about the MTA including MTA's Confidential Information or Intellectual Property. This obligation continues after the employment or engagement ceases;

(c) they must not endorse or cite any client, partner or supplier of the MTA without the explicit prior permission of the President or General Secretary;

(d) they must observe the relevant privacy, defamation and copyright laws; and

(e) they must comply with relevant discrimination laws and MTA policies that relate to discrimination and harassment.

7. Material posted by others

7.1 Inappropriate or disparaging content and information stored or posted by others (including non-employees or members) in the social media environment may also damage the MTA's reputation.

7.2 If you become aware of any such material which may damage the MTA or its reputation, you must immediately notify the President and General Secretary.

8. Internal social media platforms

8.1 The MTA has its own internal Social Media platform, including, but not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn and Snapchat. The content is owned and controlled by the MTA and is available to internal audiences only. Any unauthorised distribution of content located in the internal social media platform is in breach of this Policy.

9. Blogging facility social network site

9.1 The website of the MTA includes Blogging and social networking facilities that only authorised MTA Employees and MTA Contractors may use.

9.2 Authorised MTA Employees, MTA Contractors or MTA Board Members are only permitted to contribute to blogs and social network entries on the MTA's website in order to share information and knowledge, obtain constructive feedback, interact directly with clients, collaborate over projects and solve problems, promote the MTA's organisation, and raise the MTA's profile.

10. Standards in relation to blogs and sites operated by MTA

10.1 MTA Employees, MTA Contractors or MTA Board Members must not engage in prohibited conduct. Further:

(a) Only MTA Employees, MTA Contractors or MTA Board Members who are authorised by the CEO are permitted to publish a blog or social network entry on any sites operated by the MTA, and the content of any such blog or entry must first be approved by the President or General Secretary before publishing.

(b) MTA Employees and MTA Contractors must list their name and job title and add the following disclaimer: 'The opinions expressed here are the personal opinions of the writer. Content published here does not necessarily represent the views and opinions of MTA.'

(c) MTA Employees and MTA Contractors may participate in the MTA-related public communications during normal work time. However, if doing so interferes with any of the MTA Employees/MTA Contractors'/ MTA Board Members normal work responsibilities, MTA reserves the right to withdraw the MTA Employees/MTA Contractors'/ MTA Board Members access to the communication facilities.

(d) MTA Employees/MTA Contractors/ MTA Board Members may be personally legally responsible for any content they publish and need to be aware of applicable laws.

10.2 If MTA Employees/MTA Contractors/ MTA Board Members subsequently discover a mistake in their blog or social networking entry, they are required to immediately inform the MTA President or General Secretary and then take steps to correct the mistake. All alterations should indicate the date on which the alteration was made.

10.3 Any MTA Employee/MTA Contractor who is authorised to publish content on an official MTA website/social media platform must be familiar with the social media guidelines imposed by both the World Muay Thai Council. In particular, MTA Employees/Contractors must be aware that they are under no circumstances to post any content that comments on a referee decision (whether positive or negative for the MTA), a fighters' performance or any other content that may be deemed controversial and jeopardise the MTA.

11. External social media platforms

11.1 When using external Social Media Platforms, including, but not limited to, social networks and Blogging sites, MTA Employees, MTA Contractors and MTA Board Members should not disparage or make adverse comments about the MTA, any MTA Employee, MTA Contractor or MTA Board Member.

11.3 If it comes to the MTA's attention that a MTA Employee or member, MTA Contractor or MTA Board Member has made inappropriate and/or unauthorised comments about the MTA or a MTA Employee, MTA Contractor or MTA Board Member, the MTA may choose to take action against such person as outlined in the

Policy. Action will not be limited to contributions made on a Social Media Platform made whilst using MTA computer and internet resources but may include action taken as a consequence of inappropriate and/or unauthorised contributions made about the MTA, a MTA Employee or MTA Contractor via a non-MTA computer or Hand Held Device.

12. Warning

12.1 Apart from the potentially adverse effects a blog or social networking entry may have on the MTA, inappropriate blogs on internal or external sites can also have adverse consequences for a MTA Employee, MTA Contractors or MTA Board Members in terms of future career prospects, as the material remains widely and permanently accessible to other site users.

12.2 The MTA may use and disclose an Employee's or Contractor's social media posts where that use or disclosure is:

- a) for a purpose related to the employment of any employee or related to the MTA's business activities; or
- b) use or disclosure to a law enforcement agency in connection with an offence; or
- c) use or disclosure in connection with legal proceedings; or
- d) use or disclosure reasonably believed to be necessary to avert an imminent threat of serious violence to any person or substantial damage to property.

13. Consequences of breaching the Social Media Policy

13.1 Any breach of the Policy may result in disciplinary action, including, but not limited to, issue of a warning, demotion, suspension or termination of employment (or, for MTA Contractors, the termination or non-renewal of their contract for service).

13.2 Any breach of the policy may result in suspension of the instigators from the MTA. This includes suspension of social media contact with the MTA and other MTA members. Pending disciplinary action by the MTA. Any defamatory or dispersing comments publicly distributed by a member may result in a public response from the MTA executive advising the views and opinions are not supported by the MTA. The initiator of slanderous or disparaging comments may be suspended as a member until formal disciplinary action is undertaken by the MTA if required.

14. MTA contact

14.1 Any questions about this Policy should be directed to the MTA President or General Secretary.

Variations

MTA reserves the right to vary, replace or terminate this Policy from time to time.

Policy version and revision information

Policy Authorised by: Anthony Manning

Title: General Secretary

Policy Version: 1 as at 23 May 2017