



# AUSTRALIAN BILLIARDS & SNOOKER COUNCIL LTD AND MEMBER STATES

## SOCIAL MEDIA POLICY

<b>Policy Name:</b>	<b>Social Media Policy</b>
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<b>Policy Coverage:</b>	Expectations regarding Social Media use and conduct
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# TABLE OF CONTENTS

## Contents

<b>1. Introduction</b>	<b>3</b>
<b>2. Definitions</b>	<b>3</b>
<b>3. Jurisdiction</b>	<b>6</b>
<b>4. Policy Guidelines</b>	<b>7</b>
<b>5. ABSC Business Use – Authorised Users</b>	<b>7</b>
<b>6. Personal Use – Relevant Persons</b>	<b>8</b>
<b>7. Monitoring &amp; Privacy</b>	<b>10</b>
<b>8. Responsibilities</b>	<b>10</b>
<b>9. Prohibited Conduct</b>	<b>10</b>
<b>10. Complaints, Disputes and Discipline Policy</b>	<b>11</b>



## 1. Introduction

- 1.1. The Australian Billiards & Snooker Council Ltd (ABSC) is committed to making Billiards and Snooker a safe and fair place for all Participants. To achieve this, the ABSC has adopted the National Integrity Framework.
- 1.2. The National Integrity Framework is designed to assist with creating a safe and fair sporting environment for all by setting out the rules about the types of behaviour that are unacceptable in Billiards and Snooker. This Social Media Policy is a policy that supplements the National Integrity Framework.
- 1.3. The ABSC recognises that Social Media and digital communications are a valuable tool to engage and connect with members, athletes, supporters, sponsors and other key stakeholder groups, and that Social Media is an increasingly important method of communications for members and athletes.
- 1.4. The web is not anonymous – it is a permanent record of online actions and opinions. ABSC members should assume that everything they write can be traced back to them. The boundaries between a member's profession, volunteer time and social life can often be blurred. It is therefore essential that members make a clear distinction between what they do in a professional capacity and what they do, think or say in their capacity as a member or volunteer for the ABSC or Relevant Organisations.
- 1.5. The intention of this Social Media Policy (Policy) is to establish a culture of openness, trust and integrity in activities surrounding Social Media and the Internet, in conjunction with education and training. It aims to ensure that everyone involved in Billiards and Snooker is aware of the standards of behaviour expected of them in relation to social media use and the mechanism for dealing with any conduct that is alleged to breach the Social Media Policy.
- 1.6. This Social Media Policy:
  - (a) Prescribes Prohibited Conduct; and
  - (b) Seeks to guide Relevant Persons and Relevant Organisations on what to do if they experience or witness breaches of the Social Media Policy.

## 2. Definitions

In this Policy the following words have the corresponding meaning:

**ABSC** means the Australian Billiards & Snooker Council Ltd.

**Activity** means a sporting contest, match, competition, event, or activity (including training), whether on a one-off basis or as part of a series, league, or competition, sanctioned or organised by a Relevant Organisation.

**Athlete** means a person who is registered, or entitled to participate, in an Activity.

**Authorised Provider** means any non-Sport Organisation authorised to conduct an Activity.

**Authorised User** means a person authorised in accordance with clause 5 of this Policy to use Social Media on behalf of the ABSC.

**Billiards and Snooker** means the sport of Billiards and Snooker as governed by the ABSC and the International Billiards & Snooker Federation from time to time.

**Club** means any club that enters an Athlete or a Team to participate in an Activity.



**Contractor** means any person or organisation engaged to provide services for or on behalf of a Relevant Organisation, and includes:

- (a) agents, advisers, and subcontractors of a Relevant Organisation; and
- (b) employees, officers, volunteers and agents of a contractor or subcontractor of a Relevant Organisation.

**Employee** means a person employed by a Relevant Organisation.

**Member** means a member of a Relevant Organisation, including:

- (a) **Member Organisations**, which means each company or incorporated association that is a member of the ABSC, including each:
  - i. Member State, territory, and Club Member; and
  - ii. affiliate that is a member of a state and territory Member.
- (b) **Individual Members**, which means individuals who are individuals registered with a Relevant Organisation.

**National Integrity Framework** means the ABSC “National Integrity Framework” adopted by a Relevant Organisation from time to time, as developed by Sport Integrity Australia and consisting of the following five policies:

- (a) Safeguarding Children and Young People Policy;
- (b) Competition Manipulation and Sport Gambling Policy;
- (c) Improper Use of Drugs and Medicine Policy;
- (d) Member Protection Policy;
- (e) Complaints, Disputes and Discipline Policy (the CDDP).

**Participant** means:

- (a) Athletes;
- (b) Coaches appointed to train an Athlete or Team in an Activity;
- (c) Administrators who have a role in the administration, operation or Activity of a Relevant Organisation, including owners, directors, committee members or other persons;
- (d) Officials including referees, umpires, technical officials, or other officials appointed by a Relevant Organisation or any league, competition, series, club or team sanctioned by a Relevant Organisation;
- (e) support personnel who are appointed in a professional or voluntary capacity by a Relevant Organisation or any league, competition, series, Club or Team sanctioned by a Relevant Organisation including sports science sport medicine personnel, team managers, agents, selectors, and team staff members; and
- (f) parents/carers and spectators who are subject to registration conditions or venue conditions of entry that requires compliance with this Social Media Policy.

**Prohibited Conduct** means the conduct proscribed at clause 9.1 of this Social Media Policy.

**Relevant Organisation** means any of the following organisations:

- (a) ABSC;
- (b) Member Organisations; or



(c) Any other organisation that has agreed to be bound by this Social Media Policy.

**Relevant Person** means any of the following persons:

- (a) Individual Member;
- (b) Participant;
- (c) Employee;
- (d) Contractor;
- (e) Volunteer; or
- (f) any other person who has agreed to be bound by this Social Media Policy.

**Social Media** means any website or application that enables users to create and share content or participate in one or both of social and online networking, including but not limited to:

- (a) external social networking sites (eg Facebook, LinkedIn, and Google Plus);
- (b) internal Websites;
- (c) video and photo-sharing Websites (eg Instagram, Flickr, YouTube, Snapchat, TikTok, Vine);
- (d) micro-blogging sites (including, but not limited to, Twitter);
- (e) weblogs, including all corporate blogs, personal blogs or blogs hosted by traditional media publications (eg 'comments' or 'your say' features on news Websites);
- (f) forums and discussion boards;
- (g) online encyclopaedias (eg Wikipedia);
- (h) instant messaging (including WhatsApp, SMS);
- (i) product or service reviews on retailer or customer review sites (eg Yelp, Trip Advisor);
- (j) vod and podcasting;
- (k) geospatial tagging (eg Foursquare); and
- (l) any other Websites that allow individual users or companies to use simple publishing tools.

**Social Media Policy** means this Social Media Policy.

**Team** means a collection or squad of Athletes, registered with a Relevant Organisation or entitled to participate in an Activity.

**Volunteer** means any person engaged by a Relevant Organisation in any capacity who is not otherwise an Employee or Contractor, including directors and office holders, coaches, officials, administrators and team and support personnel.

**Websites** mean the following websites covered by this Policy: LinkedIn, reddit, Facebook, Twitter, Instagram, Google+, Yahoo! Groups, YouTube, Blogs, Wikipedia, WhatsApp, TikTok and any other website or application where content can be shared and peer to peer networking conducted.



### 3. Jurisdiction

#### 3.1. To whom the Social Media Policy applies

The Social Media Policy applies to:

- (a) Relevant Persons;
- (b) Relevant Organisations; and
- (c) persons referred to in clause 4.2(a)(ii) of the CDDP under the National Integrity Framework.

For clarity, clause 4.2(a) of the CDDP states:

- (a) *The Relevant Policies apply to and bind:*
  - i. *all Relevant Persons and Relevant Organisations.*
  - ii. *any person who, or organisation that:*
    - A. *has had a Complaint or Report made against them; and*
    - B. *was bound by the Relevant Policies at the time of the alleged Prohibited Conduct, even if they are no longer a Relevant Person or Relevant Organisation.*

#### 3.2. When the Social Media Policy applies

- (a) All Relevant Persons and Relevant Organisations to which this Social Media Policy applies must comply with this Social Media Policy (while they are a Relevant Person or Relevant Organisation):
  - (i) in relation to any dealings they have with Relevant Organisations or their staff, contractors and representatives;
  - (ii) wherever there is a recognised Billiards and Snooker or Relevant Organisation connection, including participation in Activities and on social media where there is such a connection;
  - (iii) when dealing with other Relevant Persons or Relevant Organisations in their capacity as a Relevant Person or Relevant Organisation; and
  - (iv) in relation to their membership or standing as a Relevant Person or Relevant Organisation in general.
- (b) Where there is no direct or indirect link other than the fact that one or more parties are Relevant Persons or Relevant Organisations, interactions (including social media interactions) involving one or more Relevant Persons or Relevant Organisations are not within the scope of this Social Media Policy.
- (c) Where the Relevant Organisation determines, in its absolute discretion, that the alleged Prohibited Conduct would be more appropriately dealt with under a different policy, it may refer the alleged Prohibited Conduct for determination under that other policy.



## 4. Policy Guidelines

- 4.1. The use of Social Media is regarded as an essential and convenient tool in day to day life and business. It must be used in a manner that upholds the policies and procedures of the ABSC and in a way that reflects the responsible and upstanding principals of the organisation.
- 4.2. The use of Social Media by any Relevant Person should be appropriate, responsible and ethical:
  - (a) All the ABSC communications posted, shared or sent on Social Media, whether by an Authorised User or otherwise, are considered official communications of the ABSC in the same manner as documents on the ABSC letterhead and, therefore, must be consistent with the values, ethics, policies, aims and objectives of the ABSC;
  - (b) All communications posted, shared or sent on Social Media by Relevant Persons in their personal capacity may still be considered by others, whether correct or not, as a communication of the ABSC, or otherwise representing the views, values or beliefs of the ABSC or members of the ABSC. As such, the ABSC expects that such communications will at all times be consistent with the values, ethics, policies, aims and objectives of the ABSC.
  - (c) The use of Social Media by any Relevant Person should be made with a clear distinction between acting in a professional capacity and a personal capacity.

## 5. ABSC Business Use – Authorised Users

- 5.1. Only Authorised Users as nominated by the board from time to time are authorised to comment or publish information on Social Media for or on behalf of the ABSC.
- 5.2. Authorised Users must:
  - (a) comply with the terms of this Policy;
  - (b) disclose that they are an employee/contractor of the ABSC;
  - (c) use only authorised ABSC accounts with that particular Social Media, unless authorised to use an approved official account or avatar;
  - (d) disclose and comment only on information classified as information already within the public domain;
  - (e) ensure that all content published is accurate and not misleading, and complies with all relevant the ABSC policies and other relevant requirements;
  - (f) comment only on the Authorised User's area of expertise and authority;
  - (g) ensure comments are respectful; and
  - (h) adhere to the terms of use for the Social Media platform or website being used.



5.3. Authorised Users must not:

- (a) do anything that may cause harm to the business, brand, reputation or rights of the ABSC, Relevant Organisations, Relevant Persons or parties with which the ABSC has a commercial relationship;
- (b) disclose information about an ABSC stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and the ABSC;
- (c) disclose any Confidential Information without the appropriate written approval; or
- (d) post any material that might otherwise cause or be likely to cause damage to the ABSC, Relevant Organisations or Relevant Persons or bring or be likely to bring the ABSC, Relevant Organisations, Relevant Persons or the Sport into disrepute.

5.4. At all times when using Social Media for and on behalf of the ABSC, Authorised Users must comply with this Policy and any training, directions and guidance provided by the ABSC about how to use Social Media.

5.5. The ABSC must ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official ABSC website or social media platform.

## 6. Personal Use – Relevant Persons

6.1. Relevant Persons should be aware that communications made through Social Media have the potential to impact on the ABSC, relevant Organisations and other Relevant Persons. Potential damage may be caused in certain circumstances, whether or not the Relevant Person is identified as having an affiliation with the ABSC.

6.2. Relevant Persons must take their employment or affiliation with the ABSC into account when using Social Media, particularly in the following circumstances:





- (a) Social Media use that has the capacity to damage a Relevant Person's professional reputation;
- (b) Social Media use that has the capacity to damage the reputation of the ABSC, Billiards and Snooker or an Activity;
- (c) Social Media use that has the capacity to damage a Relevant Person's ability to work with their colleagues; and
- (d) Social Media use which breaches another of the ABSC's policies.

6.3. When using Social Media in circumstances that are intended to be personal or private, Relevant Persons must:

- (a) comply with all laws including, but not limited to misleading and deceptive conduct, anti-discrimination, victimisation, vilification, privacy, intellectual property, anti-bullying, harassment and defamation;
- (b) not publish or post anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to the ABSC, Relevant Organisations, Relevant Persons or Billiards and Snooker;
- (c) not post any material that might otherwise cause or be likely to cause damage to the ABSC's reputation, or the reputation of Billiards and Snooker, or bring or be likely to bring the ABSC, Relevant Organisations, Relevant Persons or Billiards and Snooker into disrepute;
- (d) make it clear that the Relevant Person's private opinions are their own and not say or do anything that may indicate that they represent either the views of the ABSC or their connection with the ABSC. The Relevant Person may wish to use a disclaimer such as "*any views expressed on this site/account are those of the author only*" or "*these views are personal and mine alone*";
- (e) only disclose and discuss publicly available information, and not disclose information about the ABSC or its operations that is confidential or likely to cause harm to the ABSC or its associated parties;
- (f) not use or disclose the ABSC's intellectual property or confidential information, including but not limited to the ABSC's logos, an ABSC email address or insignia;
- (g) not use the identity or likeness of a staff member;
- (h) ensure that they are respectful of others at all times and comply with the ABSC's policies if they interact with (or about) ABSC-related matters; and
- (i) adhere to the terms of use of the relevant Social Media platform.



## 7. Monitoring & Privacy

- 7.1. The ABSC may record any information posted to its Social Media and may use that information for the purposes of administering such Social Media or any other purpose consistent with the ABSC's privacy policy.
- 7.2. The ABSC strongly recommends that all Relevant Persons protect their own personal privacy by not including personal information in Social Media communications (for example but not limited to, email addresses, residential addresses and telephone numbers).

## 8. Responsibilities

- 8.1. All Relevant Persons have a responsibility to ensure that their actions in relation to the use of Social Media comply with this Social Media Policy. In particular, Relevant Persons are required to:
  - (a) comply with this Social Media Policy;
  - (b) report any perceived incidence of non-compliance with this Social Media Policy to the ABSC, and to maintain confidentiality while the incident is being resolved; and
  - (c) contribute to the elimination of the improper use of Social Media from the ABSC's work environment.
- 8.2. If a Relevant Person becomes aware of inappropriate or unlawful content, or content that is in breach of this Social Media Policy, relating to the ABSC, they should report the circumstances via email to [secretary@absc.com.au](mailto:secretary@absc.com.au).

## 9. Prohibited Conduct

- 9.1. A Relevant Person commits a breach of this Social Media Policy when they:
  - (a) conduct themselves in any manner, or engage in any activity whether before, during or after an Activity that would impair public confidence in the safe and orderly conduct of the Activity;
  - (b) engage in any conduct or activity including, without limitation, making public comment which:
    - (i) brings a Relevant Organisation, a Relevant Person or Billiards and Snooker into disrepute; or
    - (ii) is or could be harmful to the interests of a Relevant Organisation or Billiards and Snooker;
  - (c) make improper use of information acquired by virtue of their position in a Relevant Organisation or in any Team or as an Athlete selected by a Relevant Organisation or in their relationship with a Relevant Organisation to gain, directly or indirectly, an advantage for themselves or for any other person or to cause detriment to a Relevant Organisation; or
  - (d) do not comply with any of the provisions of clauses 5 and 6 of this Social Media Policy.



## 10. Complaints, Disputes and Discipline Policy

The ABSC National Integrity Framework Complaints, Disputes and Discipline Policy applies to any alleged Prohibited Conduct under this Social Media Policy.