

## **CombatAUS Social Media Policy (2021)**

**Introduction** - The objective of the CombatAUS Social Media Policy is to provide guidance for CombatAUS athletes and personnel (coaches, support staff, employees, Board and Committee members, volunteers and contractors) in the effective, positive and productive use of social media channels. Appropriate use of these channels will assist in the promotion and growth of Combat sports and the profile of CombatAUS. CombatAUS acknowledges that social media is a broad and instant form of communication and treats all social media content, whether written, photographic, video, or audio, as public comment which is accessible to all.

**Application** - All CombatAUS athletes and personnel are bound by this Policy.

**Reputation** - Combat sports are steeped in tradition and formal etiquette that is promoted and understood throughout the world. All Persons bound by this Policy must aim to uphold the reputation of Combat sports through the responsible use of social media in any setting.

**Content and Behaviour** - CombatAUS treats all posts, blogs, status updates, tweets, photographs, videos and audio posted to social media as public comment and accessible to the public. All Persons bound by this Policy should not post material, comment, or respond to any post or comment in a way that may be construed as negative or may be considered derogatory towards others or put themselves in a situation where they may harm their reputation, the reputation of CombatAUS and/or its Member Sports, including sponsors and stakeholders or any other third party. All Persons bound by this Policy should also be mindful that material posted may be subject to intellectual property rights and all relevant consents and waivers should be obtained before using any material that may be subject to intellectual property rights.

**Liability** - When Persons bound by this Policy choose to go public with any comments or material in any way, including on social media, they are solely responsible for such comments and materials. Individuals should be aware that they can be held personally liable for any comments and material that may be deemed to be defamatory, obscene or proprietary. Persons bound by this Policy post comments and materials at their own risk. Further, Persons bound by this Policy should at all times make it clear that any comments and materials are made in their individual capacity and that they do not represent CombatAUS and its sponsors and stakeholders.

**Monitoring** - CombatAUS does not actively monitor all social media content of Persons bound by this Policy. CombatAUS does however monitor online content which could impact on CombatAUS athletes and personnel, CombatAUS itself as well as sponsors and stakeholders.

**Infringements** - CombatAUS reserves the right to take any appropriate measures with respect to infringements of this Policy, including issuing a Take Down notice, imposing sanctions, and/or taking legal action if required.

**Amendment & Interpretation** - CombatAUS reserves the right to amend this Policy as it deems appropriate. CombatAUS shall be the final authority with respect to the interpretation and implementation of this Policy.

**Major Events & Other Teams** - Persons bound by this Policy are advised that their participation at major events such as the Olympic, Paralympic and Commonwealth Games may involve an adherence to additional guidelines, by laws and contractual obligations, in relation to use of social media. Where team agreements are in place for such teams and events, such guidelines, by laws and contractual obligations need to be followed in conjunction with this Policy to the greatest extent possible.

**Media Content** - CombatAUS athletes and personnel may be requested to assist with supplying media content to CombatAUS. This content may be used by CombatAUS or its sponsors and supporters for promotional purposes.

A large, light gray watermark of the CombatAUS logo is centered on the page. It consists of the word "COMBAT" in a large, bold, sans-serif font, with "AUS" in a smaller font below it, flanked by horizontal lines.