

## **SOCIAL MEDIA POLICY**

### **1 POLICY OVERVIEW AND PURPOSE**

- 1.1 Social media is changing the way we communicate.
- 1.2 This policy has been developed to inform our wrestling community about using social media in a manner that ensures that people feel enabled to participate, while being mindful of their responsibilities and obligations towards others and our sport.
- 1.3 In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting all those who may be harmed by those who would misuse social media.
- 1.4 This policy assists to establish a culture of openness, trust and integrity in all online activities related to the South African Wrestling Federation (**SAWF**).
- 1.5 This policy contains the SAWF guidelines on how our wrestling community should engage in social media use. It also includes details of breaches of the policy.
- 1.6 In circumstances where guidance about social media issues has not been given in this policy, we suggest you use common sense or seek out advice from those who have approved this policy.

### **2 UNDERLYING PRINCIPLES**

- 2.1 This policy complements the SAWF's core values and mission as enshrined in our constitution.
- 2.2 The SAWF's media and marketing committee is responsible for all matters related to this policy.

### **3 COVERAGE**

- 3.1 This policy applies to all persons who are involved with the activities of the SAWF, whether they are in a paid or unpaid/voluntary capacity at all levels of our sport, be it national, provincial or at club level, and includes:

- 3.1.1 All members of the SAWF;
- 3.1.2 persons appointed or elected to SAWF boards, committees and sub-committees as well as those elected or appointed to boards, committees and sub-committees of affiliated provincial associations and clubs;
- 3.1.3 employees of the SAWF and its affiliated associations and clubs;
- 3.1.4 members of the SAWF Executive;
- 3.1.5 support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- 3.1.6 coaches and assistant coaches;
- 3.1.7 athletes;
- 3.1.8 referees and other officials;
- 3.1.9 member associations
- 3.1.10 affiliated clubs and
- 3.1.11 any other members who are registered with the SAWF.

#### **4 SCOPE**

- 4.1 **Social media** refers to any online tools or functions that allow people to communicate and/or share content via the internet.
- 4.2 This social media policy applies to platforms including, but not limited to:
  - 4.2.1 Social networking sites (e.g. Facebook, Twitter, LinkedIn etc);
  - 4.2.2 Video and photo sharing websites or apps (e.g. YouTube, Instagram, TikToKetc)
  - 4.2.3 Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress etc)
  - 4.2.4 Review sites
  - 4.2.5 Live broadcasting apps
  - 4.2.6 Podcasting

4.2.7 Online encyclopaedias

4.2.8 Instant messaging

4.2.9 Public and private online forums and discussion boards

4.2.10 Any other online technologies that allow individual users to upload and share content.

4.3 This policy is applicable when using social media as:

4.3.1 an officially designated individual representing, or proportion to represent, the SAWF on social media; and

4.3.2 if you are posting content on social media in relation to the SAWF that might affect the SAWF's events, sponsors, members, reputation or any other aspect of the SAWF.

4.4 This policy does not apply to the personal use of social media where it is not related to or there is no reference to the SAWF or its competitions, teams, participants, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to the SAWF may still be regulated by other policies, rules or regulations of the SAWF.

## **5 USING SOCIAL MEDIA GENERALLY**

5.1 All our members are required to ensure that they adhere to this social media policy when using social media in any capacity (as an official representative or otherwise) and in relation to the SAWF or its competitions, teams, participants, services, events, sponsors, members or reputation.

## **6 USING SOCIAL MEDIA IN AN OFFICIAL CAPACITY**

6.1 You must be authorised by the SAWF media and marketing committee before engaging in social media as an official representative of the SAWF.

6.2 As a part of the SAWF's, community you are an extension of the SAWF brand.

6.2.1 As such, the boundaries between when you are representing yourself and when you are representing the SAWF can often be blurred. This becomes even more of an issue as you increase your profile or position within the SAWF. Therefore, it is important that you represent both yourself and the SAWF appropriately online at all times.

## **7 GUIDELINES**

7.1 You must adhere to the following guidelines when using social media related to the SAWF or its competitions, teams, participants, services, events, sponsors, members or reputation.

## **8 USE COMMON SENSE**

8.1 Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from others before doing so or refrain from sharing the content to be on the safe side.

8.2 When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for the SAWF.

## **9 PROTECTING YOUR PRIVACY**

9.1 Be smart about protecting yourself and your privacy.

9.2 When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

9.3 Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

## **10 HONESTY**

10.1 Your honesty — or dishonesty — may be quickly noticed in the social

media environment. Do not say anything that is dishonest, untrue or misleading. If you are unsure, check the source and the facts before uploading or posting anything. The SAWF recommends erring on the side of caution – if in doubt, do not post or upload.

10.2 Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

10.3 If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

10.4 The web is not anonymous. You should assume that all information posted online can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

## **11 REASONABLE USE**

11.1 If you are a member or employee of the SAWF, you must ensure that your personal use of social media is done in a responsible manner.

## **12 RESPECT CONFIDENTIALITY AND SENSITIVITY**

12.1 When using social media, you must maintain the privacy of the SAWF's confidential information. This includes information that is not accessible to the public, widely known, or not expected to be shared outside of the SAWF.

12.2 Remember, if you are online, you are on the record — much of the content posted online is public and searchable.

12.3 Within the scope of your authorisation by the SAWF, it is perfectly acceptable to talk about the SAWF and have a dialogue with the community, but it is not okay to publish confidential information of the SAWF. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about

our teams, coaching practices, financial information etc.

12.4 When using social media, you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove information about another person if that person asks you to do so.

12.5 Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

### **13 GAINING PERMISSION WHEN PUBLISHING A PERSON'S IDENTIFIABLE IMAGE**

13.1 You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

13.2 You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

13.3 In every instance, you need to have consent of the owner of copyright in the image.

### **14 COMPLYING WITH APPLICABLE LAWS**

14.1 Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

### **15 ABIDING BY COPYRIGHT LAWS**

15.1 It is critical that you comply with the laws governing copyright in relation to material owned by others and the SAWF's own copyrights and brands.

15.2 You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. It is good practice to link to others' work rather than reproduce it.

## **16 DISCRIMINATION, SEXUAL HARASSMENT AND BULLYING**

16.1 The public in general, and the SAWF 's employees and members, reflect a diverse set of customs, values and points of view.

16.2 You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

16.3 When using social media you may also be bound by the SAWF's values and ensure that you refrain from making comments that are discriminatory or can be construed as sexual harassment and/or bullying.

## **17 AVOIDING CONTROVERSIAL ISSUES**

17.1 Within the scope of your authorisation by the SAWF, if you see misrepresentations made about the SAWF in the media, you may point that out to the relevant authority within the SAWF. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party.

## **18 DEALING WITH MISTAKES**

18.1 If you or your association or club make an error while posting on social media, be up front about the mistake and address it quickly. If you choose to modify an earlier post, make it clear that you have done so. If someone accuses you or your association or club of posting something improper (such as their copyrighted material or a defamatory comment about them), address it promptly and appropriately and if necessary, seek legal advice.

## **19 CONSCIENTIOUS BEHAVIOUR AND AWARENESS OF THE CONSEQUENCES**

19.1 Keep in mind that what you write is your responsibility, and failure to abide by these guidelines could put your membership and or employment with the SAWF at risk.

19.2 You should always follow the terms and conditions for any third-party

sites in which you participate.

## **20 BRANDING AND INTELLECTUAL PROPERTY OF THE SAWF**

20.1 You must not use any of the SAWF's intellectual property or imagery on your personal social media without prior approval from the SAWF.

20.2 The SAWF's intellectual property includes but is not limited to:

20.2.1 logos

20.2.2 slogans

20.2.3 imagery which has been posted on the SAWF official social media sites or website.

20.3 You must not create either an official or unofficial SAWF presence using the organisation's trademarks or name without prior approval from the SAWF.

20.4 You must not imply that you are authorised to speak on behalf of the SAWF unless you have been given official authorisation to do so by the SAWF media and marketing committee.

## **21 POLICY BREACHES**

21.1 Breaches of this policy include but are not limited to:

21.2 Using the SAWF's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members or doing so without the SAWF's prior approval.

21.3 Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.

21.4 Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language.

21.5 Posting or sharing any content, which if said in person during the course of a tournament or bout would result in a breach of the rules of the sport of wrestling.

21.6 Posting or sharing any content which can be viewed as anti-

discrimination, racial discrimination, sexual harassment or bullying.

21.7 Posting or sharing any content which is or may be construed as defamatory in nature to any person or organisation or the SAWF;

21.8 Posting or sharing any content which is false or misleading in any manner in relation to the SAWF or its members, member associations or clubs;

21.9 Posting or sharing any content that is a breach of any Legislation or law.

21.10 Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.

21.11 Posting or sharing material that brings, or risks bringing the SAWF, its affiliates, its sport, its 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.

## **22 REPORTING A BREACH**

22.1 If you notice inappropriate or unlawful content online relating to the SAWF or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the SAWF media and marketing committee at [sawrestling.marketing@gmail.com](mailto:sawrestling.marketing@gmail.com).

## **23 INVESTIGATION**

23.1 Alleged breaches of this social media policy may be investigated according to the SAWF grievance procedures.

23.2 Where it is considered necessary, the SAWF may report a breach of this social media policy to police.

## **24 DISCIPLINARY PROCESS, CONSEQUENCES AND APPEALS**

24.1 Depending on the circumstances breaches of this policy may be dealt with in accordance with the disciplinary procedure contained in the SAWF disciplinary policy.