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SOCIAL MEDIA AND ELECTRONIC COMMUNICATIONS REGULATION

Effective 16.11.2018

Use of Social Media and Electronic Communication

The Australian Polo Federation Ltd (**APF**) recognises that social media and electronic communications are an important part of the way members communicate. The APF actively encourages members to participate in social media and communicate via electronic means and share their experiences in polo. The APF recognises the importance of the internet to improve and increase the flow of information, shaping public thinking about our organisation, members, sponsors and stakeholders. Accordingly, the APF (including its affiliated member states) will look to develop and maintain its own online social media presence through which it hopes to deliver content to its members and the public to develop and increase opportunities in polo at all levels in Australia.

However, the APF, member states and clubs' public reputation is valuable and so are the reputations of APF members, sponsors and stakeholders. The APF therefore prohibits any communication on social media or through electronic communication that is defamatory, obscene, proprietary, and misrepresentative of the APF, its member states or clubs or for commercial purposes.

Accordingly, the APF has developed this Regulation to:

- (a) promote and encourage appropriate use of social media and electronic communication by its members;
- (b) regulate the standards of behaviour required of members when using social media and electronic communications in relation to the APF, its member states and clubs; and
- (c) govern the terms of use by members of any APF-controlled social media.

Background provisions

1. The board of the APF adopted this Social Media and Electronic Communications Regulation (**Regulation**) on 16th November 2018 under clause 26 of the APF constitution (**Constitution**).
2. Under clause 26.2 of the Constitution, this Regulation binds all members of the APF (**Members**). This Regulation may be amended from time to time.
3. This Regulation deals with the use of Social Media and Electronic Communication (as those terms are defined in this Regulation) by Members as it impacts upon APF Members, the sport of polo and sponsors and stakeholders of the APF.
4. Unless the context otherwise requires, the terms used in this Regulation shall have the same meaning as in the Constitution and this document is to be read in conjunction with (and subject to) the Constitution.

5. **Social Media** is a broad and changing concept. It generally refers to interactive electronic forums or online media where people are communicating, posting participating, sharing, networking or bookmarking. For the purposes of this Regulation, Social Media extends to:
- (a) electronically communicated material, whether written, photographic, video, or audio, which is accessible by more than the Member alone;
 - (b) Facebook, YouTube, Twitter, Instagram, Snapchat, Reddit, MySpace, LinkedIn, Wikipedia, Flickr, Imgur, Google+, Yahoo! Groups, Yammer, and related domains;
 - (c) blogs; social networking sites; instant messaging; social bookmarking, media sharing and collaborative editing websites;
 - (d) forums and discussion boards, online encyclopaedias, instant messaging, product or service reviews on retailer or customer review sites (eg Yelp, Trip Advisor), vod and podcasting;
 - (e) dating websites and apps such as Tinder and Bumble;
 - (f) any other forum which might reasonably be classified as social media as that term is generally understood; and
 - (g) any other forum for public comment.

6. **Electronic Communication** as it is used in this Regulation means communication by electronic means between more than two people, or in such a way that it is viewable by more than two people. It includes communication sent by way of email, text message, or Social Media.

7. In this **Regulation**:

Associated Parties mean the APF's member states and affiliated clubs, as those terms are defined in the Constitution.

Authorised User means a person authorised in accordance with clause 12 of this Regulation to use Social Media on behalf of the APF.

EO means the executive officer of the APF as appointed from time to time.

Staff Members mean all employees and contractors of the APF, including but not limited to permanent, casual and temporary staff and students on placement, as well as directors of the APF.

Prohibitions on personal use of Social Media and Electronic Communication

8. When using Social Media or Electronic Communication in connection with their membership of the APF or in connection with the APF or polo in Australia more generally, a Member must not:
- (a) abuse others or expose others to content that is offensive, inappropriate or for an illegal purpose;
 - (b) impersonate or falsely represent any other person, including APF or another Member;

- (c) abuse, harass or threaten any other person, including the APF or another Member;
 - (d) make defamatory or libellous comments;
 - (e) use obscene, offensive, insulting, provocative or hateful language;
 - (f) post material that infringes the intellectual property rights of others;
 - (g) intrude upon the privacy of other Members of the APF without the consent of such Members;
 - (h) interfere with the conduct of any event run by the APF or its Associated Parties or with the role and responsibilities of the APF and its Associated Parties as the peak bodies for the sport of polo in Australia;
 - (i) violate security measures instituted at any facility of the APF or its Associated Parties; and
 - (j) comment in a way that may be construed as harming the reputation of him or herself, another Member, or the APF or its Associated Parties, including its sponsors and stakeholders.
9. When engaging with the APF or its Associated Parties' Social Media platforms, a Member must not:
- (a) make excessive postings on a particular issue or post multiple versions of the same opinion or information on Social Media platforms operated by the APF or its Associated Parties;
 - (b) promote commercial interests in Social Media platforms operated by the APF or its Associated Parties; or
 - (c) without authority, post internet addresses, links to websites, email addresses or other personal information on Social Media platforms operated by the APF or its Associated Parties.

APF Business Use

- 10. Only Authorised Users are authorised to comment or publish information on Social Media on behalf of the APF.
- 11. Any Authorised User may provide authorisation to other Staff Members, but only where written confirmation from the EO has been supplied.
- 12. To become an Authorised User of specific Social Media, a Staff Member must gain the approval of the EO in writing.
- 13. Once a Staff Member has received authorisation to use Social Media for and on behalf of the APF, the Staff Member must:
 - (a) comply with the terms of this Regulation;
 - (b) disclose that they are an employee/contractor of the APF;
 - (c) use only authorised APF accounts with the 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 APF policies and other relevant requirements;
 - (f) comment only on the Staff Member'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.
14. The Staff Member must not:
- (a) do anything that may cause harm to the business, brand, reputation or rights of APF or its Associated Parties;
 - (b) disclose information about an APF stakeholder that is confidential or commercially sensitive without the written approval of the stakeholder and the APF;
 - (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 APF or its Associated Parties' reputation, or bring or be likely to bring the APF, its Associated Parties, the Staff Member or the sport of polo into disrepute.
15. Staff Members are encouraged to contact the APF's Authorised Users with any Social Media requests so the APF can act on their behalf. Relevant Persons are further encouraged to 'share' posts that are created and shared by APF Authorised Users.
16. At all times when using Social Media for and on behalf of the APF, Staff Members must comply with this Regulation and any training, directions and guidance provided by the APF about how to use Social Media.
17. Where accessing Social Media, Staff Members must:
- (a) not provide comments to journalists, politicians or lobby groups other than in the course of their official duties, as approved under this Regulation; and
 - (b) not spend unreasonable amounts of time using Social Media that is unrelated to their official duties.
18. The APF must use reasonable endeavours to ensure that a comment moderation policy or terms and conditions are clearly available when inviting comments from the public on an official APF website or Social Media platform.
19. All APF website activity, including the use of Social Media, must be approved by the EO unless otherwise authorised under this Regulation.

Personal Use

20. Members should be aware that communications made through Social Media have the potential to impact on the APF and its Staff Members. Potential damage may be

caused in certain circumstances, whether or not the Member is identified as having an affiliation with the APF.

21. Members must take their affiliation with the APF into account when using Social Media, particularly in the following circumstances:
 - (a) Social Media use that has the capacity to damage the reputation of the APF;
 - (b) Social Media use that has the capacity to damage the Member's ability to participate in the sport of polo; and
 - (c) Social Media use that breaches another of the APF's policies or procedures.
22. When using Social Media in circumstances that are intended to be personal or private, Members must:
 - (a) make it clear that the Member's private opinions are their own and not say or do anything that may indicate that they represent either the views of the APF or their connection with the APF. The Member 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";
 - (b) not publish anything harmful, obscene, abusive, offensive or illegal as a consequence of which harm may be caused to the APF or its Associated Parties;
 - (c) not post any material that might otherwise cause or be likely to cause damage to the APF's reputation, or bring or be likely to bring the APF, the Member, the sport of polo or the Associated Parties into disrepute;
 - (d) not post content that is in breach of one or more of the APF's policies;
 - (e) not disclose information about the APF or its operations that is confidential or likely to cause harm to the APF or its Associated Parties;
 - (f) only disclose and discuss publicly available information;
 - (g) not use or disclose the APF's intellectual property or confidential information, including but not limited to the APF's logos, an APF email address or insignia;
 - (h) not use the identity or likeness of a Staff Member;
 - (i) ensure that they are respectful of others at all times and comply with the APF's policies if they interact with (or about) APF-related matters;
 - (j) adhere to the terms of use of the relevant Social Media; and
 - (k) 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.

Consequences - disciplinary action or removal

23. The APF and its Associated Parties continually monitor online activity in relation to themselves and Members. The APF encourages Members to report detected breaches or suspected breaches of this Regulation to the APF or its Associated Parties, and any

use of Social Media or Electronic Communication which is likely to harm the APF or Associated Parties' reputation.

24. In circumstances of a breach or suspected breach of this Regulation, the APF or its Associated Parties may:
- (a) make a necessary public comment such as a correction, clarification, contradiction or apology;
 - (b) issue a formal warning;
 - (c) report any breach of any law to any local authority or wronged party;
 - (d) take any disciplinary action available to it under the Constitution or any regulation made under the Constitution; or
 - (e) exercise any of its available rights at law.
25. The APF and its Associated Parties expressly reserve the right to take any action, including dealing directly with Social Media providers, to remove any posted material that it considers to be in breach of this Regulation.

Content

26. For content that is covered by intellectual property rights, like photos and videos (**IP Content**), each person (including each Member) agrees to give the APF a non-exclusive, transferrable, sub-licensable, royalty-free, worldwide licence to use any IP Content that is uploaded by that person (including a Member) on any APF Associated Party-controlled or operated Social Media, or communicated to the APF or its Associated Parties by electronic means. The APF or its Associated Parties can use such IP Content for including but not limited to the purpose of promoting the sport of polo.

Responsibility and liability

27. If a Member makes public comment, whether using Social Media or some other forum, the Member is solely responsible for that comment. Members should make it clear that the views expressed are their own.
28. Members who communicate their opinions and any other materials electronically or on Social Media do so at their own risk. A Member may be held personally liable for any commentary and/or material which may be defamatory, obscene or proprietary. A Member may be responsible for any loss suffered by the APF or its Associated Parties due to the Member's use of Social Media or Electronic Communication.
29. The APF encourages Members to report to the APF or its Associated Parties any use of Social Media or Electronic Communication which is likely to harm the APF or its Associated Parties' reputation.

Privacy

30. The APF or its Associated Parties may record any information posted to Social Media platforms operated by the APF or its Associated Parties, or electronically communicated to the APF or its Associated Parties and may use that information for the purpose of administering such Social Media platforms or any other purpose consistent with the APF or its Associated Parties' objects.

31. The APF strongly recommends that all Members protect their own personal privacy by not including personal information in Social Media or other Electronic Communications (for example, including but not limited to as follows: email addresses, residential addresses or phone numbers).

18.11.2018