



Social Media Acceptable Use Policy

1. Introduction

Judo Australia (JA) encourages the appropriate use of social media by all Persons bound by this Policy to engage with fans, promote the sport of Judo (particularly major events), individual athletes and communicate with the general public and media. JA 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. This policy is written for the Australian Judo Team, including, Athletes, Coaches, Managers, Referees and Support Staff. It also includes all JA Employees, Affiliated States/Territories and their Members and Independent Contractors.

2. Reputation

The Olympic sport of Judo is steeped in tradition and a formal etiquette that is promoted and understood throughout the world. The ethos of mutual welfare and respect is a foundation value, intrinsic to our sport. The challenge for all Persons bound by this Policy is to uphold the value of mutual welfare and respect as a judo representative, including the responsible use of social media in any setting.

3. Postings, Blogs and Tweets

JA treats all written social media postings, blogs, status updates and Tweets as public 'comment'. As a result, all Persons bound by this Policy should not comment or respond to a 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 their teammates, the Australian Judo Team, or JA, including its sponsors and stakeholders or any other third party.

4. Photographs, Video, Audio

JA also treats all photographs, video and audio 'material' posted onto social media as public comment and accessible to the public. Any material that may be considered negative, derogatory or inappropriate towards Persons bound by this Policy should not be posted. 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.



5. 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 the JA, its sponsors or any other third party.

6. Monitoring

JA does not actively monitor all social media content of Persons bound by this Policy. JA does however monitor online content which could impact on the Australian Judo Team, individuals in that team, JA itself as well as sponsors and stakeholders.

7. Infringements

In the spirit of educating Persons bound by this Policy about the appropriate use of social media, JA endeavours to work with individuals and members on the appropriate use of social media. JA reserves its right to take any other appropriate measures with respect to infringements of this Policy, including issuing a Take Down notice, imposing other sanctions, and or taking legal action for damages.

8. Amendment/Interpretation

JA reserves the right to amend this Policy as it deems appropriate. JA shall be the final authority with respect to the interpretation and implementation of this Policy.

9. Major Events/Other Teams

Persons bound by this Policy are advised that their participation on other teams and at other 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 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.

10. Persons bound by this Policy

Persons bound by this Policy include Athletes, Coaches, Managers, Referees, Employees, all JA Affiliated States/Territories and their Members and Independent Contractors.