



# NORTHERN TERRITORY CLAY TARGET ASSOCIATION INC

## SOCIAL MEDIA POLICY

<b>Policy Number:</b>	G 09	<b>Date last updated:</b>	08/04/2022
		<b>Date written:</b>	18/08/2016
<b>Authorised by:</b>	NTCTA Executive Council	<b>Review date:</b>	08/04/2024

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#### 1. BACKGROUND

- 1.1. The Northern Territory Clay Target Association (**NTCTA**) acknowledges the enormous value of social networking sites, such as Facebook and Twitter, to promote clay target shooting in the Northern Territory and to celebrate the success and achievements of our members.
  
- 1.2. This policy aims to provide guidelines and expectations to members to assist in ensuring that they conduct themselves appropriately when using social media sites when sharing information regarding our clubs and clay target shooting.

#### 2. POLICY

- 2.1. In terms of this policy, social media refers to any online tools or functions that allow people to communicate and/or share content via the internet. This includes but is not limited to platforms such as Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, Snapchat, WhatsApp, Skype, YouTube, Vimeo, Blogs (including Tumblr), review sites, podcasts, online multiplayer gaming platforms, public and private online forums and discussion boards and any other online technologies that allow users to upload and share content.

2.2. All members bound by this policy should not post, send, forward or use any inappropriate information or material in any form of social media (not just limited to the above examples) which could negatively affect the NTCTA, ACTA, affiliated organisations, sponsors and staff and is:

- (a) Intended to (or could possibly) cause insult, offence, intimidation or humiliation;
- (b) Defamatory of or could adversely affect image or reputation;
- (c) Bullying, harassment, racist, sexist, hateful or sexually explicit content; and/or
- (d) Contains any form of confidential information.

2.3. When using Social Media and posting to the NTCTA Facebook page (or other NTCTA social media specific platforms), users:

- (a) Must not use offensive language;
- (b) Must not be misleading, false or injure the reputation of another person;
- (c) Should maintain respect and privacy of others;
- (d) Should promote clay target shooting in a positive way;
- (e) Must not be political in nature (things that affect all clay target shooters may be discussed, but must make no mention of political parties or members);
- (f) Must not post any material that could be deemed as bullying, harassment, sexual harassment or is sexually explicit;
- (g) Must not condone, promote or participate in any illegal act;
- (h) Must not post any material containing photographs of dead animals (as we are a clay target shooting sport); and
- (i) Must ensure that posts are not negative in relation to any product service or company.

### **3. BREACH OF POLICY**

3.1. If you notice inappropriate or unlawful content published online or any other content that may have been published in breach of this policy relating to the NTCTA and/or any affiliated club or its members, you should report the circumstances immediately to any club committee member.

- 3.2. Alleged breaches of this social media policy may be investigated by the relevant club committee and/or the NTCTA Executive Council. Where it is considered necessary, the NTCTA may report a breach of this social media policy to police.
  
- 3.3. Depending on the circumstances, any breach of this policy may be dealt with in accordance with the disciplinary procedure contained in the NTCTA Member Protection Policy.