



SOCIAL MEDIA POLICY

**NATIONAL RIFLE ASSOCIATION OF AUSTRALIA
LIMITED**

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Document History

Version	Altered by	Approved by	Comments
1	T Hulme	NRAA Board	Initial Release

1 PURPOSE

This policy is intended to provide National Rifle Association of Australia Limited's (NRAA):

- Directors,
- Staff,
- Member Organisations (MO's) and their staff and Directors,
- Member Organisation members,
- Volunteers who assist with NRAA's and its MO States and Territories activities,
- Others including appointed technical officials and other officials, support personnel (either paid or volunteer) such as medical, team managers, sports science personnel and similar, appointed by NRAA or an MO.

with a framework to guide their use of social media in a manner that is consistent with the organisation's mission.

2 DEFINITION

Social media is the collective of online communications channels which may be structured around or in conjunction with community-based input. These channels will generally allow users to participate in an online community which may or may not reflect an offline community through online collaboration, content sharing/viewing, and chat functions.

Social media channels can include but are not limited to:

- a. Social networking sites like Facebook, LinkedIn and Google+;
- b. Video and photo sharing sites such as YouTube, Pinterest, Snapchat, Instagram, TikTok, and Vimeo;
- c. Blogs, including personal and corporate blogs such as Wordpress accounts;
- d. Comments left on blogs hosted by media outlets e.g. smh.com.au;
- e. Micro-blogging sites such as X (formally Twitter);
- f. Wiki's and online collaborations;
- g. Forums, discussion boards and groups such as Whirlpool;
- h. Online multiplayer gaming platforms such as Fortnite;
- i. Instant messaging including SMS, WhatsApp, WeChat and iMessage;
- j. Online dating sites such as Tinder, Bumble and RSVP;
- k. Podcast and vodcast sites;
- l. Geo-spacial tagging such as Foursquare; and
- m. Livestreaming sites and apps such as Twitch and Periscope.

3 SCOPE

This Policy applies both in Australia and overseas. This includes, as far as practicable, suppliers, partners and contractors (in this Policy **Social Media Users**).

The boundaries between a work, volunteer time and social life can often be blurred. It is therefore essential for a clear distinction to be made between work activities and capacity and what is thought, said or done in capacity as participants in NRAA activities. NRAA considers all members of NRAA and its State & Territory members as its representatives.

This Policy should be read in conjunction with NRAA's Member Protection policy and Code of Conduct.

This Policy does not apply to staff of other shooting organisations in their capacity as staff of those entities, and where those entities have an existing social media policy. Where the staff of those entities are also members of NRAA, this policy will apply to those persons in their capacity as members of NRAA and its State & Territory members.

4 GUIDING PRINCIPLES FOR SOCIAL MEDIA USE

Whenever Social Media Users are interacting on social media, in a work-related or personal context, the following guiding principles should be considered and applied at all times. Social Media Users should be mindful of their posts and comments and must ensure that they are not defamatory or disparaging of any NRAA Member Organisations, members of NRAA's State and Territory members, volunteers assisting with NRAA's and its MO States and Territories activities or affiliated NRAA entities, in any way. Social Media Users take full responsibility for their behaviour and release and indemnify NRAA and NRAA entities from any liability arising from any claim or action including but not only in defamation resulting from social media comments or posts by the Social Media User.

Please note NRAA staff are also bound by the NRAA Code of Conduct, and Members are also bound by the Member Protection Policy.

A Social Media User must:

- a. Not criticise NRAA sponsors, athletes, other organisations and their employees, volunteers or supporters;
- b. Be mindful that NRAA Directors and employees are doing their best and if you do not agree with a decision, policy or similar, raise your concerns appropriately via email or following policy procedures and not through social media comments or posts.
- c. Not harass, bully, abuse or intimidate or display any other form of inappropriate behaviour as per the NRAA Member Protection Policy;
- d. Not post content that is obscene, defamatory, threatening, harassing, bullying, discriminatory, offensive, aggressive, abusive, profane, hateful, racist, pornographic, sexist, sexually explicit, that infringes on copyright, constitutes a contempt of court, breaches a Court suppression order, or is otherwise unlawful;
- e. Not exploit platforms to seduce, groom or inappropriately engage with Children;
- f. Not defame any other person or entity;
- g. Not do anything that breaches their terms of employment or membership;
- h. Respond to others' opinions respectfully;
- i. Subject to NRAA policies and otherwise the consent of NRAA not use any NRAA intellectual property or imagery;
- j. Respond to others' opinions respectfully and acknowledge and correct mistakes promptly;
- k. Ensure that all information is accurate, not misleading and complies with all relevant laws, policies and terms of use;
- l. Only disclose and discuss approved and publicly available information and content (including videos, audio and images);
- m. Adhere to terms and use of the relevant social media platform/website, as well as NRAA policies;
- n. Not post content that might otherwise cause damage to the reputation of NRAA or bring it into disrepute;
- o. Disclose conflicts of interest to appropriate persons in relevant circumstances where able;
- p. Not directly express a political affiliation on an official account or a personal account clearly associated with NRAA activities;
- q. Not upload information of a confidential nature, especially in regard to NRAA's services or Members;
- r. Comply with all relevant laws including but not only privacy and defamation laws and laws relating to use and publication of intellectual property; and
- s. Not use NRAA IP in relation to any paid or unpaid promotion or endorsement of products or commercial entities including in kind services or gifts; unless in agreement with NRAA.

In addition, an NRAA Staff Member must:

- a. Ensure that comments, posts, and responses from official NRAA accounts are true and accurate;
- b. Not conduct a private business through NRAA's social media presence;
- c. Ensure that comments, posts, and responses from official NRAA accounts are true and accurate and link to online references and original source materials directly.

5 USE OF NRAA TRADEMARK ON SOCIAL MEDIA

When using social media for work-related or personal pursuits, all NRAA Members must respect the NRAA brand and follow the NRAA Policies to ensure NRAA's Intellectual Property and its relationships with sponsor and stakeholders are not compromised and that the organisation is not brought into disrepute.

In specific reference to social media:

- a. Partners or sponsors of entities may not imply association with NRAA (i.e. referring to themselves as 'proudly supporting NRAA'). If their association is with a State entity rather than the national entity, they may only refer to the State body.
- b. Generalised products or services, social media accounts/domain names associated with NRAA are to be used to represent these services/products/brands on a national scale only and the relevant registrations of these accounts established by National Office only.

6 USE OF PHOTOGRAPHY ON SOCIAL MEDIA

In summary, photos or video that may be interpreted as offensive, obscene, defamatory, threatening, harassing, bullying, discriminatory, hateful, racist or sexist must not be used in any way. NRAA reserves the right to remove any inappropriate images from official NRAA sites.

You must adhere to copyright legislation at all times. If a photo or video does not belong to NRAA, permission should be obtained, and appropriate recognition be given upon posting the content.

You should seek the consent of any individual before publishing a photo or video containing their image or that of their personal property. If photos or video includes a minor, consent must be provided by a parent or legal guardian.

Use of any official NRAA photo or video content on a personal social media account, without approval or authorisation is strictly prohibited.

7 PERMISSIONS

NRAA may create social media accounts to engage with their members, supporters and general public. Any account which represents NRAA must be authorised and approved by NRAA Management. The account should identify itself as an official account representing NRAA.

8 PERSONAL USE OF SOCIAL MEDIA WHEN YOU CAN BE IDENTIFIED AS A NRAA MEMBER

Personal use can be defined as the use of non-official NRAA social media accounts where the person can be identified as a NRAA Member.

Personal use is a matter for an individual user, however, individuals will be accountable for the consequences of their actions on social media if such actions contravene this policy and will be disciplined according to the policies and codes of conduct of NRAA and their individual employment or volunteer agreements.

9 NAMED AFFILIATIONS

Accounts (be it a blog, webpage, X account (formally twitter), Facebook page etc) that are not official, but are set up by employees, volunteers or supporters of NRAA for personal reasons can have an affiliation to the organisation, so long as the following is undertaken:

- a. It should not have the affiliation with NRAA as the primary identifier; and
- b. It should include a prominent disclaimer that the opinions of the user are their own and do not represent those of NRAA.

For example, a staff member might include a bio similar to this:

“Likes apples and fishing, interested in politics and the news, works for NRAA, opinions expressed are my own and not to be taken as an endorsement or representing the views of NRAA”.

10 POLICY BREACH

Misuse of social media can have serious consequences for NRAA, and consequently that misuse can have serious consequences in terms of disciplinary action for Social Media Users under this policy.

NRAA is responsible for ensuring adherence to the Social Media Policy by Social Media Users included in this policy.

NRAA staff and volunteers must adhere to the Terms of Use of the relevant social media platform/website, as well as NRAA policies and their own organisations policies and legislative requirements. In the event of breach and/or serious misconduct disciplinary action may be commenced under the relevant rules and/or other contract(s).

NRAA encourages all Members to report any use of Social Media which is perceived to have breached this policy. If you believe there has been a breach of this policy please report and submit details of the alleged breach by going to eo@nraa.com.au.