



Policy #8

# Communication & Media Policy

Reviewed

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Tasmanian Little  
Athletics Association Inc.  
ABN 18 754 156 567

PO Box 812  
Moonah TAS 7009

Tel 1300 888 713  
office@taslittleathletics.com.au

[littleathletics.com.au](http://littleathletics.com.au)

**Foundation for all sports**

# Little Athletics Tasmania Communication & Media Policy

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## 1. Objective

As an Organisation, the Tasmanian Little Athletics Association encourages communication among our membership (past, present and future), Centres, sponsors and the State Association. We believe that social media can drive our product and support the Organisation's professional development efforts.

Whilst all Little Athletics Centres are welcome to participate in social media, we expect anyone who participates in online commentary to understand and to follow these simple, yet important guidelines. The purpose of this policy is to protect the Tasmanian Little Athletics Association's integrity and reputation by setting clear boundaries around what is acceptable and what is unacceptable and by clearly outlining:

- What the Organisation and Affiliated Centre will and will not do online &
- What the limits are, so social media tools are used responsibly and without fear of repercussion.

## 2. Websites

The Tasmanian Little Athletics Association encourages the use of Centre websites. Such sites can serve several purposes and be extremely beneficial to a Centre's existing membership as well as being a fantastic recruitment tool.

- Websites can be used to promote upcoming events, competitions, provide information on committees, policies, constitution, by-laws and of course provide results and records to members in a timely manner.
- No offensive content or photos are permitted to be uploaded to Centre websites.
- Permission must be sought from parents to upload photos of their children, and care must be taken not to provide information identifying individuals.
- A 'web master' should be appointed to provide accountability and control over what goes is uploaded on Centre websites.

## 3. SMS & Email Communication

The Tasmanian Little Athletics Association and Centre Committee's may use SMS and email services to communicate official Little Athletics business, however:

- Email addresses and mobile phone numbers may only be used with the consent of the owner and must be used in line with the Tasmanian Little Athletics Association's Privacy Policy.
- SMS communication should be short and about Little Athletics matters.
- Email communication must be used when greater information is required. When sending group communications every effort should be taken ensure email addresses are kept private. This can be achieved entering email addresses in the 'Bcc' recipient's row.
- Communication concerning individual athletes should be directly through parents/guardians.

The TLAA and Centres are expected to use the internet and electronic communication appropriately, so think about what you want to say before you write it. Remember, an email is a written record of your thoughts on a matter and can be used against you later. Communications must not offend, intimidate, humiliate or bully any person or organisation. Information must not be misleading, false or injure the reputation of others. Information must not bring an individual, Centre of the TLAA into disrepute.

## 4. Facebook Guidelines

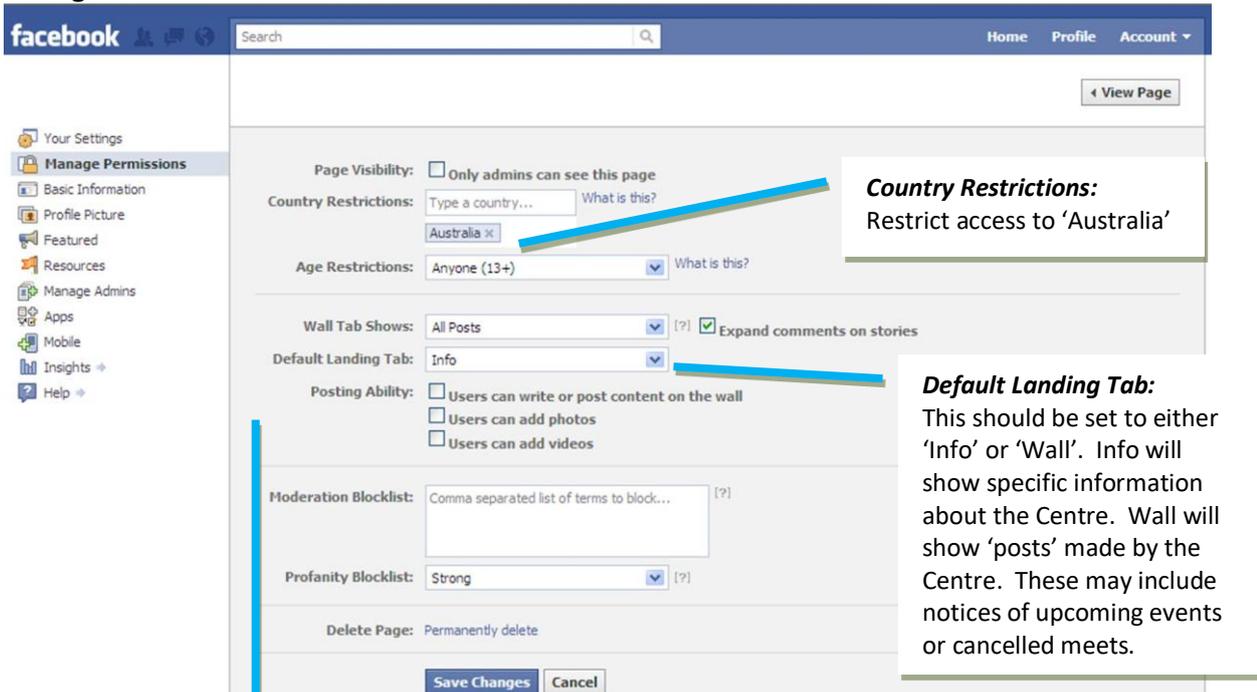
With the increasing use and popularity of online social networking, these guidelines are provided in the best interests of Little Athletics Australia, the Tasmanian Little Athletics Association, Sponsors, Affiliated Centres and the greater Little Athletics Community.

### Monitoring Your Friends List

Whilst upon registering for facebook new users are required to acknowledge they are older than thirteen (13), however a large number of younger people still use the social networking site. In order to protect the reputation of the Tasmanian Little Athletics Association and uphold its legal obligation, 'Admins' of your facebook page should regularly review its friends and remove/block any person known to be under the legal age of thirteen (13).

The TLAA recommend the following settings for Little Athletics Facebook Pages.

### Manage Permissions



The screenshot shows the 'Manage Permissions' settings for a Facebook page. The settings are as follows:

- Page Visibility:**  Only admins can see this page
- Country Restrictions:** Type a country... (Australia) [What is this?]
- Age Restrictions:** Anyone (13+) [What is this?]
- Wall Tab Shows:** All Posts [Expand comments on stories]
- Default Landing Tab:** Info
- Posting Ability:**  Users can write or post content on the wall,  Users can add photos,  Users can add videos
- Moderation Blocklist:** Comma separated list of terms to block... [?]
- Profanity Blocklist:** Strong [?]
- Delete Page:** Permanently delete

Annotations in the image include a blue line pointing to the 'Country Restrictions' dropdown menu, a blue line pointing to the 'Default Landing Tab' dropdown menu, and a blue line pointing to the 'Posting Ability' checkboxes.

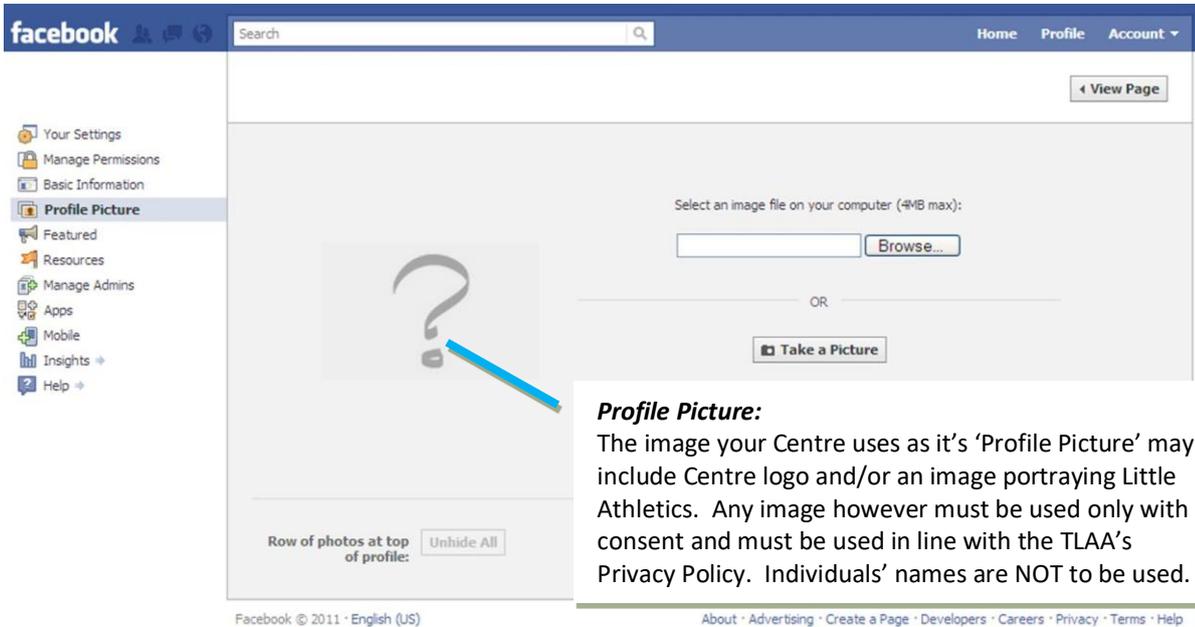
**Country Restrictions:**  
Restrict access to 'Australia'

**Default Landing Tab:**  
This should be set to either 'Info' or 'Wall'. Info will show specific information about the Centre. Wall will show 'posts' made by the Centre. These may include notices of upcoming events or cancelled meets.

**Posting Ability:** These three boxes should be unselected. This will ensure people who 'Like' your page can only see content posted by the Centre. They will not be able to 'post' comments, video or photos on your page.

'Admins' of your page will be able to post comments about upcoming events, reminders, cancellations etc and anyone who is a friend of your page will be able to see these posts.

## Profile Picture

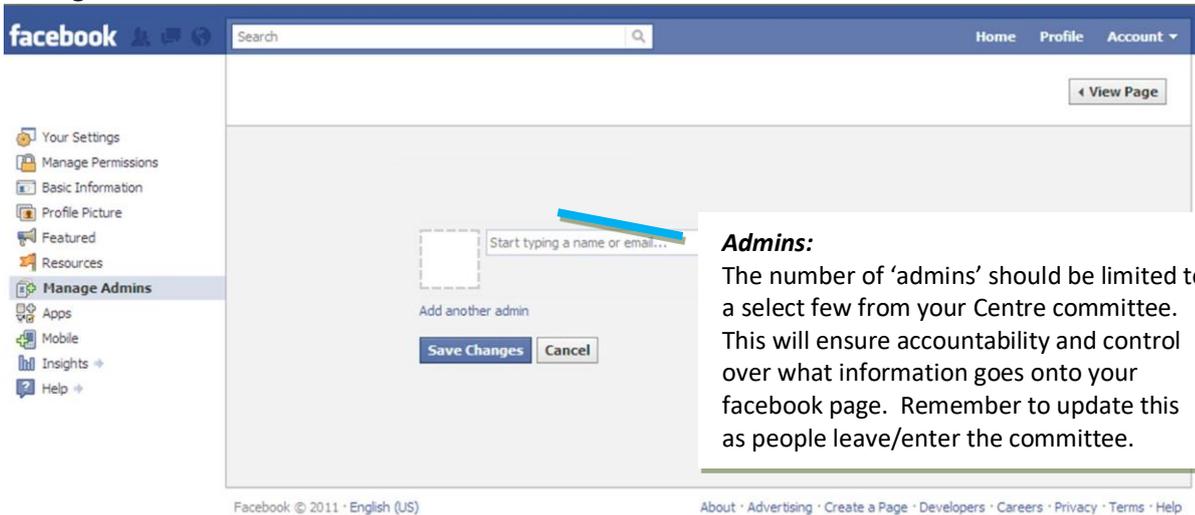


The screenshot shows the Facebook interface for managing a profile picture. On the left is a navigation menu with options like 'Your Settings', 'Manage Permissions', 'Basic Information', 'Profile Picture', 'Featured', 'Resources', 'Manage Admins', 'Apps', 'Mobile', 'Insights', and 'Help'. The main content area has a search bar at the top right with 'Home', 'Profile', and 'Account' links. Below the search bar is a 'View Page' button. The central area is for selecting a profile picture, with a large question mark icon and a blue arrow pointing to it. Text above the icon says 'Select an image file on your computer (4MB max):'. There is a 'Browse...' button and a 'Take a Picture' button. Below the icon, it says 'OR' and 'Take a Picture'. At the bottom left of the main area, it says 'Row of photos at top of profile:' and 'Unhide All'. A callout box on the right contains the following text:

**Profile Picture:**  
The image your Centre uses as its 'Profile Picture' may include Centre logo and/or an image portraying Little Athletics. Any image however must be used only with consent and must be used in line with the TLAA's Privacy Policy. Individuals' names are NOT to be used.

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## Manage Admins



The screenshot shows the Facebook interface for managing admins. The left navigation menu is the same as in the previous screenshot, with 'Manage Admins' highlighted. The main content area has a search bar at the top right with 'Home', 'Profile', and 'Account' links. Below the search bar is a 'View Page' button. The central area is for adding another admin, with a dashed box and a blue arrow pointing to it. Text above the box says 'Start typing a name or email...'. Below the box, it says 'Add another admin'. There are 'Save Changes' and 'Cancel' buttons. A callout box on the right contains the following text:

**Admins:**  
The number of 'admins' should be limited to a select few from your Centre committee. This will ensure accountability and control over what information goes onto your facebook page. Remember to update this as people leave/enter the committee.

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## Username

A custom Facebook URL or username i.e. 'www.facebook.com/Centrename' is worth securing if available. As Google Search is how people find you, claiming the search results for your name is important. A CUSTOM Facebook URL will rank higher in Google and is easier for people to remember to 'connect' with your page.

To obtain your custom URL go to <http://www.facebook.com/username> and login, this will take you to the screen that enables you to change your facebook username/URL.

## 'Likes'

With a personalised facebook profile you are able to 'like' other facebook pages. Remember not to go over the top here and to only add pages appropriate to Little Athletics. Suggestions include: Little Athletics Australia, Tasmanian Little Athletics Association and Sponsors.

## Private Facebook Pages

Centres are not to use their Centre's facebook page for general discussion on Centre operational matters. Rather, a private facebook group is to be created for discussion by Centre committee members.

## **Disclaimer**

The Tasmanian Little Athletics Association may monitor Centre's facebook pages from time to time. Requests by the TLAA to remove any content deemed inappropriate must be done so immediately.

## **5. Questions or Concerns**

Question and concerns relating to this policy can be directed to the LATas Office:

Postal Address PO Box 812  
Moonah TAS 7009

Telephone 1300 888 713

Email [office@taslittleathletics.com.au](mailto:office@taslittleathletics.com.au)