



Judo Federation of Australia Inc.

A Member of the International Judo Federation, Oceania Judo Union,
Australian Olympic Committee & Australian Commonwealth Games Association

Social Media, Blogging, Tweeting and Internet Guidelines:

1. Introduction:

The Judo Federation of Australia (JFA Inc.) encourages the appropriate use of social media by all Persons bound by these Guidelines to engage with fans, promote the sport of Judo (particularly major events), individual athletes and communicate with the general public and media. The JFA Inc. 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. These Guidelines are written for the Australian Judo Team, including, Athletes, Coaches, Managers, Referees and Support Staff. It also includes all JFA Inc. 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 these Guidelines 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:

The JFA Inc. treats all written social media postings, blogs, status updates and Tweets as public 'comment'. As a result, all Persons bound by these Guidelines 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 JFA Inc., including its sponsors and stakeholders or any other third party.

4. Photographs, Video, Audio:

The JFA Inc. 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 these Guidelines should not be posted. Persons bound by these Guidelines 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.



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5. Education:

The JFA Inc. actively educates Persons bound by these Guidelines with a common sense and mutual respect approach to the positive use of social media. The JFA Inc. encourages “positive posting” as a means of communicating via social media. The JFA Inc. works with the Australian Sports Commission, High Performance Programme Education, particularly via the National Talent Identification Development Program Athletes (NTID), as well as the National Coaching Accreditation Scheme (NCAS) Programme to develop Coaches understanding on what is appropriate use of social media using a values base approach. These Guidelines will be regularly outlined to JFA Inc. member groups (Referees, Managers, Coaches, Athletes, Member State and Territory Executive, Administrators and Volunteers) at appropriate major events, as part of the educative process for all JFA Inc. members.

6. Liability:

When Persons bound by these Guidelines 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. In essence, Persons bound by these Guidelines post comments and materials at their own risk. Further, Persons bound by these Guidelines 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 JFA Inc., its sponsors or any other third party.

7. Monitoring:

The JFA Inc. does not actively monitor social media content of Persons bound by these Guidelines. The JFA Inc. does however monitor online content which could impact on the Australian Judo Team, individuals in that team, the JFA Inc., itself as well as sponsors and stakeholders.

8. Infringements:

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



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9. Amendment/Interpretation:

The JFA Inc. reserves the right to amend these Guidelines as it deems appropriate. The JFA Inc. Board shall be the final authority with respect to the interpretation and implementation of these Guidelines.

10. Major Events/Other Teams:

Persons bound by these Guidelines 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 these Guidelines to the greatest extent possible.

11. Persons bound by these Guidelines:

Persons bound by these Guidelines include Athletes, Coaches, Managers, Referees, Employees, all JFA Inc. Affiliated States/Territories and their Members and Independent Contractors.

12. Summation:

The JFA Inc. **Social Media, Blogging, Tweeting and Internet Guidelines** is readily available at www.ausjudo.com.au and it is the responsibility of all JFA Inc. members to abide by its' contents.