



**AUSTRALIAN
CHEER UNION**

Australian Cheer Union

Social Media & Use of Insignia Material Guideline

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1. Purpose

The purpose of this guideline is to provide detailed information on the expectations and requirements of social media and the usage of insignia material (internal and external) by Australian Cheer Union Members.

2 Social Media & Use of Insignia Material

2.1 Speaking on behalf of Australian Cheer Union

Only those people who have been authorised by Australian Cheer Union may speak on behalf of Australian Cheer Union when discussing matters that may reflect on Australian Cheer Union, the service it provides, its members, its projects or its people. This includes, but not limited to, the use of any Insignia Material.

Members may use Insignia on social media if it positively reflects the Australian Cheer Union and its objectives.

All Australian Cheer Union internal and external social media should be used in a way that adds value by helping you, or our members and solve problems; increase knowledge or improve skills; contributes directly or indirectly to the improvement of Australian Cheer Union' services and processes; or enhances the strength of the Australian Cheer Union community.

2.2 What is social Media

Social media is defined as any website or application that enables users to create and share content or to participate in social networking. Common platforms include Facebook, LinkedIn, Twitter, YouTube, Snapchat and Instagram.

This includes internal social media, external social media and personal social media.

Internal social media refers to social media that:

- Is restricted to employees and invited third parties, such as Gym/Studio groups;
- Is approved for use by the Group or is officially managed by the Group; and
- Is not for public view, unless access is granted by an authorised Group representative.
- Examples include an intranet-based collaboration site, such as Drop Box, or a closed group on Facebook.

External social media refers to social media that:

- Is open to the public; and
- Is approved for use by the Group or officially managed by the Group.
- Examples include Group and Operating Company Twitter, Instagram and Facebook pages.

Personal social media refers to social media that:

- Is open to the public (either all users of the internet or a selected group of 'friends'/users); and
- Is not Group approved or Group managed.
- Examples include personal Facebook, Instagram, LinkedIn or Twitter accounts.

2.3 Conduct & Compliance

Users of social media Including Australian Cheer Union Content/Insignia must:

Familiarise themselves with and understand this Guideline;

Ensure they understand and abide by their obligations under the terms and conditions included in all relevant social media, e.g. a specific platform's 'terms of service';

Comply with the Group objective to positively grow and support the industry and its members

Users of Social Media Must not:

- Post or exchange information that may defame, abuse, harass, stalk, threaten or otherwise violate the legal rights of others;
- Publish, post or distribute any defamatory, infringing, indecent, misleading or unlawful material or information;
- Promote, endorse or sell any product or service that is in conflict with the Group;
- Disclose any confidential or sensitive materials outside the Group without permission;
- Use social media to discuss or store any confidential or sensitive client, project or Group information; and
- Use social media to represent the opinion or view of the Group, unless authorised by the Australian Cheer Union Board.

Personal Social Media Use

Members should be aware that:

- A communication that is intended as a personal statement and/or limited to a certain audience may find its way into a business or professional context;
- If an individual is identified as an employee, his or her communication may be considered a position or opinion of the Group, even if the intent is personal rather than business and may lead to disciplinary action;

- The Group will discipline Members for any conduct that breaches Group policies/procedures
- The Group recommends the security settings of personal social media pages are set to 'private'.

2.4 Correct use of inclusion regarding Australian Cheer Union in social media updates

When using personal social media platforms, ensure that you are always clear for whom you speak. You may be identified as an Australian Cheer Union member, even though your comments have been placed on a personal social media account. Where communication may be related back to the Australian Cheer Union, ensure that you have met your obligations under this Guideline. You should consider whether you are about to make a statement that creates an actual or perceived conflict with your role at Australian Cheer Union as a member. If so, do not make the statement or comment.

You should also consider whether your comments may breach any other Australian Cheer Union policies or procedures, such as the Group Code of Conduct or the Anti-Bullying, Harassment and Discrimination Policy. If so, do not make the statement/comment and do not use Insignia or any other material representing the Australian Cheer Union.

2.5 Correct use of Australian Cheer Union Insignia Material

Ensure that you are mindful that a social media message may reach an unintended audience in the future with unexpected consequences. Before you publish any material, whether authorised Australian Cheer Union communications or personal communications on a social media account, remember that material posted and exchanged in social media are not private, can be available to everyone in the community and are permanently recorded.

The Insignia Material includes use of approved Logo's by members. Please note, the insignia material is to be displayed correctly and promote the objectives positively and be wholesome in the presentation.

Use of the Australian Cheer Union Insignia could be included on, but not limited to;

- Gym/Studio window front
- Car windows, not obstructing the view of the driver or in a distracting position
- Social Media Pages/groups

2.6 Consider the future

Ensure that you are mindful that a social media message may reach an unintended audience in the future with unexpected consequences. Before you publish any material, whether authorised Australian Cheer Union communications or personal communications on a social media account, remember that material posted and exchanged in social media are not private, can be available to everyone in the community and are permanently recorded.

2.7 Using other people's and organisations' materials

When using social media, assume that all music, videos, photographs, articles, logos, brand names and other content that you did not create are protected by copyright laws. If you would like to use any of these materials, you need to obtain the necessary permissions or licenses from the copyright owner.

3 Breaches

A breach of this guideline or the Social Media & Use of Insignia Material may result in disciplinary action, up to and including termination of Membership/Working status.

This can include, but not limited to;
Termination of singular membership
Termination of gym membership
Termination of Event Provider membership

4 Relatable documents

Membership Policy
Group Code of Conduct
Anti-Bullying, Harassment and Discrimination Policy

Document Control:

<i>Version</i>	<i>Date reviewed</i>	<i>Date endorsed</i>	<i>Content reviewed/purpose</i>
1	1/08/2021		<ul style="list-style-type: none">• <i>Reviewed/Updated</i>