

WAKO

SOCIAL MEDIA POLICY

§ 1 Policy overview and purpose

1) This policy has been developed to inform our community about using social media so people feel enabled to participate, while being mindful of their responsibilities and obligations. In particular, this policy provides practical guidance allowing all parties to benefit from the use of social media, while minimising potential risks and protecting those involved.

2) This policy assists to establish a culture of openness, trust and integrity in all social media activities related to World Association of Kickboxing Organisations, herein referred to as WAKO, its Continental Federations, its National Federations, its Organisations, its bodies of the organisation, officials, and members.

3) This policy contains WAKO guidelines for the Kickboxing community to engage in social media use. It also includes details of breaches of the policy.

4) In circumstances where guidance about social media issues has not been given in this policy, we suggest you seek out advice from the WAKO Media Committee.

§ 2 Coverage

This policy applies to all persons who are involved with the activities of WAKO, whether they are in a paid or unpaid/voluntary capacity and including:

- a) members, including life members of WAKO
- b) persons appointed or elected to various WAKO bodies, committees, officers, officials and sub-committees;
- c) national Federation Presidents, Board members and officials
- d) continental Organisations/federations, board members, officials and officers
- e) employees of WAKO;
- f) members of the WAKO Executive.
- g) support personnel, including managers, physiotherapists, psychologists, masseurs, sport trainers and others;
- h) coaches and assistant coaches;
- i) athletes and associated entourage
- j) referees, umpires and all other officials.
- k) member associations
- l) member clubs

§ 3 Scope

1) Social media refers to any online tools or functions that allow people to communicate and/or share content via the internet.

This social media policy applies to platforms including, but not limited to:

- a) Social networking sites (e.g. Facebook, Twitter, LinkedIn, Google+, Pinterest, Yammer, TikTok, etc)
- b) Video and photo sharing websites or apps (e.g. YouTube, Vimeo, Instagram, Flickr, Vine, etc)
- c) Blogs and micro-blogging platforms (e.g. Tumblr, Wordpress, Blogger, etc)
- d) Review sites (e.g. Yelp, Urban Spoon, etc)

- e) Live broadcasting apps (e.g. Periscope, Meerkat, Facebook Mentions, etc)
- f) Podcasting (e.g. iTunes, Stitcher, Sound cloud, etc)
- g) Geo-spatial tagging (e.g. Foursquare, etc)
- h) Online encyclopaedias (e.g. Wikipedia, etc)
- i) Instant messaging (e.g. SMS, Skype, Snapchat, WhatsApp, Viber, etc)
- j) Online multiplayer gaming platforms (e.g. World of Warcraft, Second life, Xbox Live, etc)
- k) Online voting or polls
- l) Public and private online forums and discussion boards
- m) Any other online technologies that allow individual users to upload and share content.

This policy is applicable when using social media as:

1. an officially designated individual representing WAKO on social media; and
2. if you are posting content on social media in relation to WAKO that might affect WAKO's business, products, services, events, sponsors, members or reputation.

NOTE: This policy does not apply to the personal use of social media where it is not related to or there is no reference to WAKO or its business, competitions, teams, participants, products, services, events, sponsors, members or reputation. However, any misuse by you of social media in a manner that does not directly refer to WAKO may still be regulated by other policies, rules or regulations of WAKO.

2) Using social media in an official capacity

You must be authorised by the WAKO Board of Directors before engaging in social media as a representative of WAKO.

As a part of WAKO's, community you are an extension of the WAKO brand.

As such, the boundaries between when you are representing yourself and when you are representing WAKO can often be blurred. This becomes even more of an issue as you increase your profile or position within WAKO. Therefore, it is important that you represent both yourself and WAKO appropriately online at all times.

§ 4 Guidelines

1) You must adhere to the following guidelines when using social media related to WAKO or its business, products, competitions, teams, participants, services, events, sponsors, members or reputation.

2) Use common sense

Whenever you are unsure as to whether or not the content you wish to share is appropriate, seek advice from the WAKO Media Committee before doing so or refrain from sharing the content to be on the safe side.

When using social media, the lines between public and private, personal and professional, may be blurred. Remember, you are an ambassador for WAKO.

3) Protecting your privacy

Be smart about protecting yourself and your privacy.

When posting content online there is potential for that content to become publicly available through a variety of means, even if it was intended to be shared privately. Therefore, you should refrain from posting any content online that you would not be happy for anyone to see, even if you feel confident that a particular individual would never see it.

Where possible, privacy settings on social media platforms should be set to limit access. You should also be cautious about disclosing your personal details.

4) Honesty

Your honesty—or dishonesty—may be quickly noticed in the social media environment. Do not say anything that is dishonest, untrue, insulting or misleading or share such a content. If you are unsure, check the source and the facts before uploading or posting anything. WAKO recommends erring on the side of caution – if in doubt, do not post, share or upload.

Do not post anonymously, using pseudonyms or false screen names. Be transparent and honest. Use your real name, be clear about who you are and identify any affiliations you have.

If you have a vested interest in something you are discussing, point it out. If you make an endorsement or recommendation about something you are affiliated with, or have a close relationship with, you must disclose that affiliation.

The web is not anonymous. You should assume that all information posted online maybe can be traced back to you. You are accountable for your actions both on and offline, including the information you post via your personal social media accounts.

5) Use of disclaimers

Wherever practical, include a prominent disclaimer stating who you work for or are affiliated with (e.g. member of WAKO) and that anything you publish is your personal opinion and that you are not speaking officially. This is good practice and is encouraged, but don't count on it to avoid trouble -- it may not have legal effect.

6) Reasonable use

If you are an employee of WAKO, you must ensure that your personal use of social media does not interfere with your work commitments or productivity.

7) Respect confidentiality and sensitivity

When using social media, you must maintain the privacy of WAKO's confidential information. This includes information that is not publically accessible, widely known, or not expected to be shared outside of WAKO

Remember, if you are online, you are on the record—much of the content posted online is public and searchable.

Within the scope of your authorisation by WAKO, it is perfectly acceptable to talk about WAKO and have a dialogue with the community, but it is not okay to publish confidential information of WAKO. Confidential information includes things such as details about litigation, unreleased product information and unpublished details about our WAKO Organisation: e.g. team, coaching practices, financial information and trade secrets.

When using social media you should be considerate to others and should not post information when you have been asked not to, or where consent has not been sought and given. You must also remove false information about another person if that person asks you to do so.

Permission should always be sought if the use or publication of information is not incidental, but directly related to an individual. This is particularly relevant to publishing any information regarding minors. In such circumstances, parental or guardian consent is mandatory.

8) Gaining permission when publishing a person's identifiable image

You must obtain express permission from an individual to use a direct, clearly identifiable image of that person.

You should also refrain from posting any information or photos of a sensitive nature. This could include accidents, incidents or controversial behaviour.

In every instance, you need to have consent of the owner of copyright in the image.

9) Complying with applicable laws

Do not post or link to content that contains illegal or indecent content, including defamatory, vilifying or misleading and deceptive content.

10) Abiding by copyright laws

It is critical that you comply with the laws governing copyright in relation to material owned by others and WAKO's own copyrights and brands.

You should never quote or use more than short excerpts of someone else's work, and you should always attribute such work to the original author/source. In any case, however, the copyrights of third parties must be observed and the relevant referencing rules must be adhered to when quoting third-party content. It is good practice to link to others' work rather than reproduce it.

11) Discrimination, sexual harassment and bullying

The public in general, and WAKO's employees and members, reflect a diverse set of customs, values and points of view.

You must not post any material that is offensive, harassing, discriminatory, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate.

When using social media you may also be bound by WAKO's values and regulations such as the WAKO Statutes, the WAKO Code of Ethics, the WAKO Safeguarding Policy, the WAKO Declaration of Integrity, the WAKO-Integrity-Code-of-Conduct, the WAKO Policy

Solidarity and Social Integration, WAKO Guidelines Good Governance.

12) Avoiding controversial issues

Within the scope of your authorisation by WAKO, if you see misrepresentations made about WAKO in the media, you may point that out to the relevant authority in WAKO. Always do so with respect and with the facts. If you speak about others, make sure what you say is based on fact and does not discredit or belittle that party, or organisation, or official of federation or individual associated to WAKO.

13) Dealing with mistakes

If WAKO makes an error while posting on social media, we will be up front about the mistake and address it quickly. If We choose to modify an earlier post, we will make it clear that we have done so. If someone accuses WAKO of posting something improper (such as their copyrighted material or a defamatory comment about them), We will address it promptly and appropriately and if necessary, seek legal advice.

If you or your organisation has an issue with WAKO Practices and Policies, such issues should be brought to the attention of the WAKO Board and or the WAKO Disciplinary and Ethical Committee. However social media is not the appropriate medium to air your disagreements with policy, procedure or rules. Such use of social media is damaging to WAKO brand overall and counterproductive to the sport.

14) Conscientious behaviour and awareness of the consequences

Keep in mind that what you publish is in your responsibility, and failure to abide by these guidelines could result in a file being sent to the WAKO Disciplinary and Ethical Committee, for review.

You should always follow the terms and conditions for any third-party sites in which you participate.

15) Branding and intellectual property of WAKO

You must not use any of WAKO's intellectual property or imagery on your personal social media without prior approval from WAKO

WAKO's intellectual property includes, but is not limited to:

- a) trademarks
- b) logos
- c) slogans
- d) imagery which has been posted on WAKO official social media sites or website.

You must not create either an official or unofficial WAKO presence using the organisation's trademarks or name without prior approval from WAKO.

You must not imply that you are authorised to speak on behalf of WAKO unless you have been given official authorisation to do so by the WAKO Board, the President or the General Secretary.

Where permission has been granted to create or administer an official social media presence for WAKO, you must adhere to the WAKO Branding Guidelines.

§ 4 Policy breaches

- 1) Breaches of this policy include but are not limited to:
 - a) Using WAKO's name, motto, crest and/or logo in a way that would result in a negative impact for the organisation, clubs and/or its members.
 - b) Posting or sharing any content that is abusive, harassing, threatening, demeaning, defamatory or libellous.
 - c) Posting or sharing any content that includes insulting, obscene, offensive, provocative or hateful language or pictures.

- d) Posting or sharing any content, which if said in person during the competition would result in a breach of the rules of Kickboxing.
- e) Posting or sharing any content in breach of WAKO's anti-discrimination, racial discrimination, sexual harassment or other similar policy.
- f) Posting or sharing any content that is a breach of any state, Commonwealth law or international law.
- g) Posting or sharing any material to our social media channels that infringes the intellectual property rights of others.
- h) Posting or sharing material that brings, or risks bringing WAKO, its affiliates, its sport, its officials, members or sponsors into disrepute. In this context, bringing a person or organisation into disrepute is to lower the reputation of that person or organisation in the eyes of the ordinary members of the public.

2) Reporting a breach

If you notice inappropriate or unlawful content online relating to WAKO or any of its members, or content that may otherwise have been published in breach of this policy, you should report the circumstances immediately to the WAKO Media Committee.

3) Investigation

Alleged breaches of this social media policy may be investigated according to WAKO's Code of Ethics, the WAKO Disciplinary Code and the WAKO Dispute Resolution.

Where it is considered necessary, WAKO may report a breach of this social media policy to police.

4) Appeals

Any person who is sanctioned under a disciplinary process for breach of this policy may have a right of appeal the decision before the Arbitration Committee.