

ULTIMATE VICTORIA

COMMUNICATION POLICY



1. Purpose

Using the internet and electronic communication is essential for communicating with members. Ultimate Victoria (UV) is committed to communication being appropriate and related to our business. When using technology we will ensure that members' privacy is protected, clear boundaries are maintained and bullying and harassment does not occur.

2. Definitions

- "Website" refers to Ultimate Victoria's website, located at <http://www.ultimatevictoria.com.au>
- "Newsletter" refers to Ultimate Victoria's subscription electronically distributed newsletter
- "News" refers to written updates on matters and activities relating to ultimate that may interest UV members
- "Announcements" refers to formal written statements from the UV Board on matters relating to UV members

3. Communication Methods

3.1 UV's primary communication channel will be the website. All news and announcements will be posted to the website, with all other communication channels linking to the relevant page or article.

3.2 UV may use the following secondary communication channels to further circulate news and announcements

- 3.2.1. UV's official Facebook page
- 3.2.2. UV's official Twitter account
- 3.2.3. UV's electronically distributed newsletter "UV News"
- 3.2.4. Any other social media channels carrying UV branding or identification

4. Ultimate Victoria Website

4.1 Information on competitions, social events, committees, policies, constitution, rules and bylaws will be posted and updated on the website.

4.2 News items relevant to the sport of ultimate and to UV members can be posted to the site by UV staff, UV Board members, and other volunteers appointed by the UV Board.

4.3 No offensive content or photos will be uploaded to our website.

4.4 A representative, either a volunteer or employee, will be appointed to provide accountability and control over website content.

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5. Social Media Platforms

- 5.1 Only UV Board members or staff members may have access post to UV social media portals. The UV President has the authority to allow or deny access to any or all portals.
- 5.2 Where relevant, posts to social media portals will contain links to pages or news items on the website
- 5.3 Authorised users may also post “on-the-go” content to the account from mobile devices.
- 5.3.1. Written content and media uploads will feature positive Ultimate Victoria news, events and performances.
 - 5.3.2. The audience of social media portals should be assumed to be all members of the public. Therefore use of nicknames, “in-jokes” and possible violations of other UV policies will not be permitted.
- 5.4 Authorised users may share or promote content posted by other groups
- 5.4.1. World Flying Disc Federation, Ultimate Australia and other state associations
 - 5.4.2. Clubs affiliated with UV
 - 5.4.3. Other organisations where determined appropriate by UV staff or UV board members
- 5.5 Any content posted to social media portals will comply with the following points
- 5.5.1. Visual material can only be shared if the subject has signed a UV Media Release Form, or an equivalent waiver from the event depicted.
 - 5.5.2. No copyrighted material is to be used in visual materials.
 - 5.5.3. No statements will be made that are misleading, false or likely to injure the reputation of another person.
 - 5.5.4. No statements will be made that might bring UV or its affiliated clubs into disrepute.
 - 5.5.5. Members and users will not engage in negative or destructive discussions or postings.
 - 5.5.6. Abusive, harassing, discriminatory or offensive statements will be not be posted by members.
 - 5.5.7. Destructive or abusive members and users will be deleted and blocked from engaging our site and social media portals.
 - 5.5.8. Any subjects under 18 years of age at the time the content is produced will not be identified by their full name, unless their depiction is directly related to their participation in a UV State Representative Team program

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6. Email Communication

6.1 Email communication from Ultimate Victoria intended for all members will only be via the monthly email newsletter “UV News”

6.1.1. UV will appoint a Newsletter Editor to manage the content of the email newsletter, and send out on a monthly basis.

6.1.2. All content in the newsletter will have a related article on the UV website

6.1.3. A method for subscription to UV News will always be displayed prominently on the front page of the UV website.

6.1.4. A method to unsubscribe from UV News will be contained in each emailed edition.

6.2 Email communication from UV directed at affiliated clubs will be sent to nominated representatives of each club, preferably the club’s secretary.

6.3 Board and staff communication relating to an individual or groups of members will be made via direct email.

6.4 Communication about junior players under the age of eighteen (18) years old will made through email contact with their nominated parent or guardian.

7. Members Responsibilities

7.1 UV expects its members to conduct themselves appropriately when using electronic communication to share information with other members or posting material on public websites or social media channels connected to UV or its affiliated clubs

7.2 Electronic communication

7.2.1. must not offend, intimidate, humiliate or bully another person

7.2.2. must not be misleading, false or injure the reputation of another person

7.2.3. should respect and maintain the privacy of members

7.2.4. must not bring UV or any of its affiliated clubs into disrepute.

8. Non-Compliance

8.1 Any member found to have sent inappropriate electronic communication, uploaded inappropriate website content or engaged in blogs or discussions that harass, offend, intimidate or humiliate other members, may face disciplinary action as outlined in the UV Anti-Harassment Policy.

8.2 Cyber-bullying (eg: bullying that is carried out through an internet-based service such as email, a chat room, discussion group, instant messaging or web pages) under certain circumstances is a criminal offence that can be reported by victims to the police. UV can

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also initiate separate action where there has been a breach of our Member Protection Policy or Code of Conduct.

8.3 Members publishing false or misleading comments about another member in the public domain may be liable for defamation under the relevant federal and/or state laws.

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