



Social Media Policy

Policy Authorised by:	Dr Phil Hamdorf	Original Issue:	June 2024
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Policy Maintained by:	Dr Phil Hamdorf	Next Review:	26 th May 2028

1. Purpose

This Policy establishes clear expectations for the responsible use of social media by persons associated with ASAPD.

It aims to:

- Protect the reputation, integrity and brand of ASAPD
- Promote respectful and appropriate online behaviour
- Manage legal, operational and reputational risks

2. Scope

This Policy applies to all Relevant Persons, including:

- Directors
- Employees and contractors
- Members and athletes
- Volunteers

It applies to both:

- Official use of social media on behalf of ASAPD; and
- Personal use where an individual's association with ASAPD may be identified or inferred

3. Guiding Principles

Relevant Persons must:

- Act with integrity, respect, and professionalism
- Ensure communications are accurate and not misleading
- Protect confidential information
- Avoid conduct that may harm ASAPD's reputation

4. Official Use of Social Media

4.1 Authorisation

Only authorised individuals may post or communicate on behalf of ASAPD.

Authorisation must be approved by the CEO (or delegate).

4.2 Requirements

Authorised users must:

- Use approved accounts only
- Ensure content is accurate, respectful and aligned with ASAPD values
- Only publish information that is public or approved for release
- Comply with all relevant laws and ASAPD policies

4.3 Prohibited Conduct (Official Use)

Authorised users must not:

- Disclose confidential or sensitive information
- Post misleading or inaccurate content
- Engage in conduct that may damage ASAPD's reputation
- Represent views outside their authority

5. Personal Use of Social Media

Relevant Persons must recognise that personal social media use may impact ASAPD.

When using social media in a personal capacity, individuals must:

- Make it clear that their views are their own
- Not imply they represent ASAPD without authorisation
- Not post content that could damage ASAPD's reputation
- Not disclose confidential information
- Comply with all laws and ASAPD policies

6. Prohibited Conduct

Relevant Persons must not:

- Engage in harassment, bullying, discrimination, or abuse
- Post unlawful, defamatory, or offensive content
- Misuse ASAPD intellectual property (including logos and branding)
- Publish confidential or commercially sensitive information
- Engage in conduct that brings ASAPD into disrepute

7. Monitoring and Privacy

ASAPD may monitor the use of its systems and official social media accounts in accordance with applicable laws and its Privacy Policy.

8. Reporting Concerns

Any suspected breach of this Policy should be reported to the CEO or appropriate ASAPD representative.

9. Consequences of Breach

Breaches of this Policy may result in action, including:

- Request to remove or correct content
- Formal warning
- Suspension or termination of membership or employment
- Referral under the ASAPD disciplinary processes

All matters will be handled in accordance with principles of procedural fairness.

10. Related Policies

This Policy should be read in conjunction with:

- ASAPD Constitution
- Code of Conduct
- Privacy Policy
- Complaints, Disputes and Discipline Policy

11. Review

This policy will be reviewed at least every two (2) years or earlier if required.