



SOCIAL MEDIA GUIDELINES

Shooting Australia recognises that social media is an important part of the way individuals communicate and actively encourages individuals to participate in social media and share their experiences in shooting. Shooting Australia recognises the importance of the internet to improve and increase the flow of information, shaping public perception about our organisation, individuals, sponsors, and stakeholders.

However, Shooting Australia's public reputation is valuable and so are the reputations of Shooting Australia's individuals, sponsors and stakeholders, so through these guidelines Shooting Australia endeavours to exclude any communication on Social Media that is defamatory, obscene, proprietary, and misrepresentative of Shooting Australia or for commercial purposes.

Accordingly, Shooting Australia promotes the use of Leadership, Unity, Courage, Integrity, and Excellence and so has developed these guidelines to promote and encourage appropriate use of our culture on social media.

These guidelines help deal with the use of social media by individuals as it impacts upon Shooting Australia, individuals, the sport of shooting, and sponsors and stakeholders of Shooting Australia.

Social media refers to websites and applications that enable users to create and share content or to participate in social networking.

When using social media, an individual must not:

- Abuse others or expose others to content that is offensive, inappropriate, or for an illegal purpose;
- Impersonate or falsely represent any other person, including Shooting Australia or its Member Bodies;
- Abuse, harass, or threaten, any other person
- Make defamatory or libellous comments;
- Use obscene, offensive, insulting, provocative, or hateful language;
- Intrude upon the privacy of others without their consent;
- Comment in a way that harms the reputation of him or herself, others, Member Bodies, or Shooting Australia, including its individuals, sponsors and stakeholders.

Please keep the following in mind:

Shooting Australia may:

- Report any breach of any law to any local authority or wronged party;
- Report infractions of third party policy infringements to those third parties;
- Exercise any of its available rights by law.

The consequences for violating our standards vary depending on the severity of the violation and the person's history. For instance, we may warn someone for a first violation, but if we continue to see further violations we may restrict a person's ability to post or ban the person.

For content that is covered by intellectual property rights, like photos and videos each person (including each Member Bodies) agrees to give Shooting Australia a non-exclusive, transferrable, sub-licensable, royalty-free, worldwide licence to use any content that is uploaded by that person on any Shooting Australia controlled or operated Social Media. Shooting Australia can use such content for including but not limited to the purpose of promoting the sport of Shooting.

Individuals who communicate their opinions and any other materials do so at their own risk. An Individual may be held personally liable for any commentary and/or material which may be defamatory, obscene, or proprietary.

Shooting Australia encourages individuals to report any use of social media which is likely to harm Shooting Australia's, its individuals, sponsors or stakeholders reputations.

Shooting Australia may record any information posted to platforms operated by Shooting Australia and may use that information for the purpose of administering such platforms or, if required by officials, for the purpose of proof.

Shooting Australia will endeavour to remove any personal information in social media communications for example, including but not limited to email addresses, residential addresses or phone numbers but we strongly recommend that all Individuals protect their own personal privacy.