

Social Media Policy

Version: 1.0

Version Effective: 17/12/2025



1. LAST AMENDED

- Nil

2. PURPOSE

The purpose of this Social Media Policy is to establish clear guidelines for responsible, respectable and effective use of social media by Shooting Australia employees, contractors, National Squad athletes and the wider community.

This policy ensures that all online communications are professional, respectful, and aligned with Shooting Australia's values and National Integrity Framework.

3. SOCIAL MEDIA

Social media refers to websites and applications that enable users to create and share content or to participate in social networking, including but not limited to Facebook, Instagram and SnapChat.

4. ACKNOWLEDGEMENT

Shooting Australia acknowledges that social media is an important part of interaction and communication and actively encourages individuals to engage in social media and share their experiences in target shooting.

Shooting Australia acknowledges the power of social media as a strategic tool to strengthen engagement, promote the sport of target shooting across all levels, and build a positive public image of the organisation, its members, stakeholders and athletes.

5. SCOPE

This policy applies to:

- All employees, contractors, and volunteers of Shooting Australia
- All athletes who have signed an Athlete Agreement with Shooting Australia
- All official social media accounts operated by or on behalf of Shooting Australia
- Personal use of social media when it may affect Shooting Australia's reputation or operations

6. SOCIAL MEDIA CONTENT GUIDELINES

When posting on social media, consideration must be given to ensuring:

- Information is accurate and respectful, and if posted on Shooting Australia platforms, is consistent with organisational values.
- No confidential, sensitive or private information is published.
- Consent is obtained before posting images or information that identifies individuals, including minors.
- Intellectual property belonging to Shooting Australia is only shared and/or used in accordance with this policy.
- There is no criticism or abuse towards others or exposing others to content that is offensive, inappropriate, or for an illegal purpose.
- There is no impersonation or false representation of any other person, including Shooting Australia or its individuals.
- There is no harassment or threats towards Shooting Australia or any individuals.
- There are no defamatory or libellous comments made.
- Obscene, offensive, insulting, provocative, or hateful language is not used.

- No intrusion upon the privacy of others without their consent.
- Comments are not made in a way that harms the reputation of Shooting Australia including its individuals, sponsors and stakeholders.
- Social media users take responsibility for their own personal privacy.
- Social media users take active responsibility for their personal brand and online presence, recognising that everything they post, comment on, or share contributes to how they are perceived by others.

7. BEHAVIOUR AND CONDUCT

Shooting Australia's public reputation is valuable and so are the reputations of members, athletes, sponsors and financial partners and stakeholders.

Shooting Australia endeavours to exclude any communication on social media that is defamatory, obscene, proprietary, and misrepresentative of Shooting Australia or being used for commercial purposes without approval.

As a result of any deemed inappropriate social media activity and behaviour, 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.
- Hold individuals personally liable for any commentary and/or material which may be defamatory, obscene, or proprietary.
- Record any information posted to platforms operated by Shooting Australia and use that information for the purpose of administering such platforms or for the purpose of proof.
- Undertake its best endeavours to remove any personal information that is shared on social media (including but not limited to email addresses, residential addresses or phone numbers) that is wrongfully shared and without consent.

There may be consequences for inappropriate conduct which may vary depending on the severity of the violation and the offenders' history. This may include a restriction on the ability of a person to post on Shooting Australia's social media accounts or a total ban. Consideration may be given to lifting an individual's ban upon request and this will be reviewed on its merits.

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

8. PRIVACY AND CONFIDENTIALITY

It is essential that:

- The personal information of all individuals — including athletes, staff, contractors, and volunteers — is not disclosed.
- Confidential operational information belonging to Shooting Australia remains protected and is not shared.
- Any images or video featuring minors are not posted without the explicit consent of a parent or guardian.



9. SOCIAL MEDIA AGE RESTRICTIONS

From 10 December 2025, the Australian Government will implement a new legislative framework that requires certain social media platforms to take responsible steps to prevent Australians under 16 years of age from holding accounts with them.

Shooting Australia does not place any requirement on its junior athletes under 16 years to engage with the social media landscape in any way. It is the responsibility of the athletes and their parents/guardians to familiarise themselves with the new social media framework and ensure that any online engagement is conducted safely, appropriately, and in line with the guidelines provided.

It is important to note that no under 16 athlete that is part of Shooting Australia's High Performance Program will be disadvantaged in terms of being removed from discussion groups, messaging platforms and/or information sources which they rely for both official and informal program communications.

10. INTELLECTUAL PROPERTY

Shooting Australia retains ownership of all intellectual property shared on its social media platforms unless otherwise specified.

Shooting Australia welcomes the sharing of social media content/posts to promote the organisation, the sport and athletes. However, permission must be obtained from Shooting Australia before using any media assets for personal or commercial purposes. A media asset is any digital file containing visual, audio, or textual content used for communication and marketing and includes images, videos, audio, graphics and logos.

When permission is granted, appropriate credit to Shooting Australia is required.

11. POLICY REVIEW

This policy will be reviewed annually or as required to ensure it remains current and effective.

12. RESOURCES

e-Safety Commissioner - [Social media age restrictions resources](#)

Australian Sports Commission - [Social media resources](#)

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