



A U S T R A L I A N A X E M E N ' S

A S S O C I A T I O N

S O C I A L M E D I A P O L I C Y

The Australian Axemen's Association (AAA) recognises the benefits of social media as an important tool that is used every day around the world, allowing their Affiliates (and the members of those Affiliates) to connect, engage and share information via various channels, as well as the importance it plays in increasing the awareness and profile of woodchopping and sawing as a sport and the AAA.

The activity of an Affiliate and the members of those Affiliates on social media is reflective on the AAA brand. It is important that the AAA's reputation is not tarnished by any person using social media tools inappropriately, particularly in relation to any content that might reference the AAA. The AAA has a responsibility to protect its Affiliates, their members, stakeholders and others involved in the sport by maintaining a positive reputation by association.

This policy applies to:

- State association members (i.e. affiliates)
- Members of AAA Affiliates
- Employees and volunteers of AAA
- State and national representatives
- Australian competitors involved in any woodchop competition
- Support personnel and managers
- Coaches and officials

Social Media Channels

This policy covers all forms of social media and includes maintaining an account, sharing content, leaving comments and reviews, taking part in conversations either public or private and editing a Wikipedia page.

Guiding Principles

The internet is a permanent record of online actions and opinions. It is important that all AAA Affiliates and their members follow the guidelines in place to ensure that the AAA brands and intellectual properties are not compromised. This includes the use of the AAA logo in any context (including social media and websites) without consent.

Usage

You 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
- Abuse, harass or threaten any other person
- Make defamatory or libellous comments
- Use obscene, offensive, insulting, provocative or hateful language
- Post material that infringes the intellectual property rights of others
- Intrude upon the privacy of others without their prior consent
- Comment on or publish information that may be considered confidential or sensitive to the AAA, its Affiliates and/or their members, partners or sponsors
- Bring the AAA or the sport of woodchopping and sawing into disrepute

Branding

Any AAA branding must not be used or featured in any way in a manner that brings the AAA into disrepute and must not be used without the prior consent of the AAA. This includes the AAA logo on clothing, names of recognised events and images depicting the AAA, its Affilaite members and their members, volunteers, coaches, officials and management.





S O C I A L M E D I A U S A G E T I P S

- DO** show your personality: however, be respectful
- DO** remember it may be publicly available for everyone to view
- DO** be responsible
- DO** share your positive sports performances and achievements
- DO** share experiences that give a positive insight into the sport of woodchopping and sawing

- DO NOT** criticise fellow athletes, coaches or officials
- DO NOT** make comments regarding team selection/non-selection of others
- DO NOT** post overly negative comments regarding your performances or training
- DO NOT** post in the heat of the moment when emotional or angry
- DO NOT** post sexual or sexist comments or photos
- DO NOT** post racist comments
- DO NOT** swear
- DO NOT** reveal confidential AAA information
- DO NOT** share or re-tweet inappropriate posts